

The NATIONAL UNDERWRITER

Life Insurance Edition

LIFE INSURANCE

HOSPITALIZATION

ACCIDENT AND HEALTH

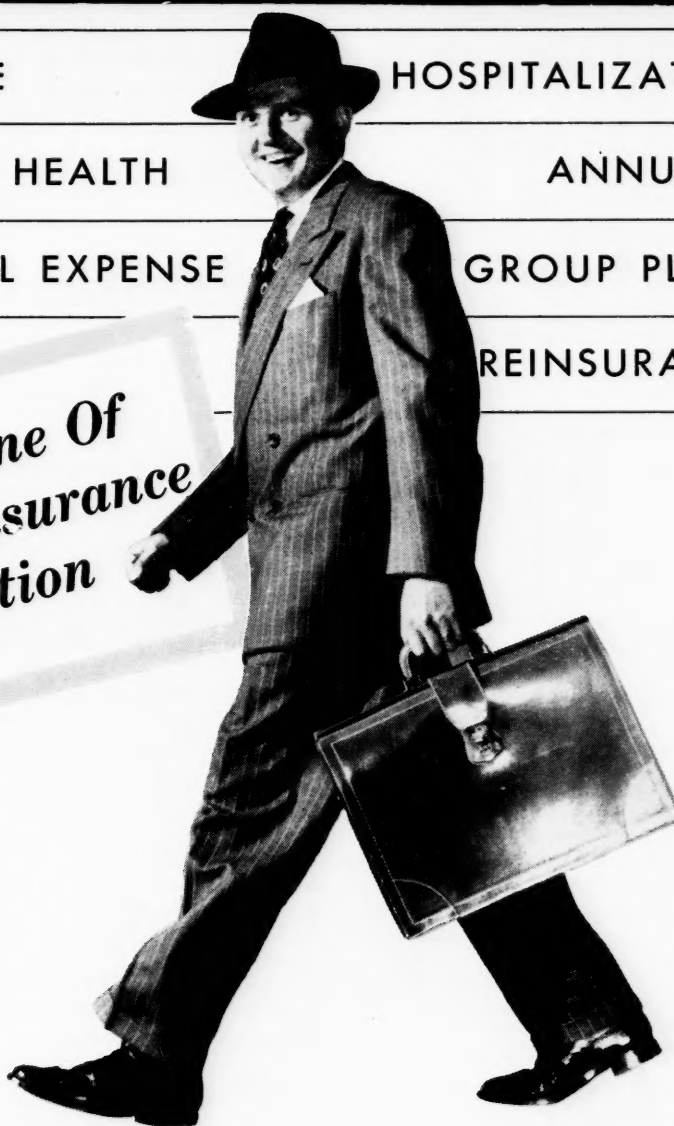
ANNUITIES

MAJOR MEDICAL EXPENSE

GROUP PLANS

REINSURANCE

*A Full Line Of
Personal Insurance
Protection*



BUSINESS MEN'S ASSURANCE
Company of America

Home Office: Union Station Plaza, Kansas City 41, Mo.

The BMA fieldman represents a Company which offers to its clients a full line of personal insurance services to take care of every individual need.

His qualifications as an expert in personal insurance protection are backed by a Company with one and a quarter billion dollars of life insurance in force, and 48 years' experience in the field of accident and health.

His services include hospitalization, major medical expense for individuals and groups, retirement income, educational, mortgage and other comprehensive plans. In fact, the BMA fieldman offers personal insurance protection of all types to people in all walks of life.

BMA Life and A & H Reinsurance Service, available to other insurance companies, is handled by a special staff of Reinsurance fieldmen.

FRIDAY, JULY 19, 1957



VICTOR SABATTINI

"The privilege of being a Franklinite . . ."

Sarasota, Florida
May 14, 1957

Mr. Francis J. O'Brien
Sales Promotion Department
Franklin Life Insurance Company
Springfield, Illinois

Dear O'B:

When our good friend Vice President Whaley exposed me to the Franklin story and Franklin specials back in the fall of 1950, I immediately became enthusiastic. This enthusiasm has steadily grown as my earnings reached heights I never thought possible for me. From a low of approximately \$8,000 to a high, last year, of \$24,659, my earnings during the past six years averaged over \$13,000.

My relationship with the friendly Franklin has been and continues to be a wonderful experience. The broad attractiveness of our specials makes presenting them a real joy and every call a delightful occasion. And I would be remiss if I did not comment on the fine help and cooperation I receive from the Home Office family. Your interest in my personal success has given me a sense of belonging never before enjoyed. And when you add to this the thrilling news that I have qualified for the MDRT you will have some idea of the warm inner glow that fills me at this moment.

Faith in God, a happy, healthy family, and the privilege of being a Franklinite is a strong combination for real family happiness. I acknowledge my good fortune with sincerity and gratefulness.

Cordially,
Victor Sabattini
General Agent

An agent cannot long travel at a faster gait than the company he represents!



The Friendly **FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

The largest legal reserve stock life insurance company in the U.S. devoted exclusively to the underwriting of Ordinary and Annuity plans

Over Two Billion Five Hundred Million Dollars of Insurance in Force

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The NATIONAL UNDERWRITER

61st Year, No. 29
July 19, 1957

The National Weekly Newspaper of Life Insurance

Extra-Heavy Stress on Selling to Mark NALU Convention

**Friday General Session
Dropped; Russell Award
to Be Only Event of Day**

WASHINGTON—As befits an organization whose president preaches the gospel of better-trained agents, National Assn. of Life Underwriters will lay unusually heavy emphasis on sales in the program for its annual meeting the week of Sept. 15 at Detroit.

The first list of speakers, just announced, includes such sales-minded individuals as:

—Umberto A. Palo, former South River, N. J., high school teacher, who broke Prudential records by selling \$500,000 of insurance his first three months as an agent and who paid for \$6 million in slightly more than three years.

• • •

—Floyd A. Rosenfelt, general agent of Connecticut Mutual at Toledo, whose agency has won three consecutive awards from his company for outstanding agency development work.

—Ralph G. Engelsman, former Penn Mutual general agent at New York and now a sales consultant and co-editor of *Probe*.

—Dudley Dowell, executive vice-president of New York Life, former head of its agency department, and before that a successful agent and agency manager.

—Holgar J. Johnson, president of Institute of Life Insurance, a past president of NALU, and long a successful agent and general agent in Pittsburgh.

—Robert W. Osler, editor of the *Insurance Salesman*.

Others on the first list of speakers are C. Hamilton Moses, Little Rock lawyer, recently retired chairman of Arkansas Power & Light Co., voted the South's 1948 "man of the year," and Dean Stanley F. Teele of the Harvard graduate school of business.

The usual Friday morning general convention session has been dropped from the program. The only event slated for Friday is the presentation of the John Newton Russell memorial award at a "fellowship brunch" at 10 a.m. However, the elimination of the Friday general session will not be too abrupt a transition from past practice, as there was substituted for it last year the ground breaking ceremony for the projected NALU headquarters building at Washington. The shortening of the Friday program will enable home-going convention-attenders to get an earlier start and permit most of them to get home in time to spend the weekend with their families.

Another innovation is a special business meeting of the General Agents & Managers Conference, scheduled for Monday evening, Sept. 16. In the past the business meeting has been includ-

(CONTINUED ON PAGE 20)

Life Companies, Inc., Acquires Control of Peoples Life of Ind.

Peoples Life of Frankfort, Ind., this week announced that control of the company has been transferred to a group of individuals having backing of Life Companies, Inc., of Richmond, Va., and it is expected that the Indiana company will become a member of the Richmond group which currently consists of Atlantic Life of Richmond; Lamar Life of Jackson, Miss., and Midland National Life of Watertown, S. D.

Life companies, Inc., was organized in 1955. Its operations are confined to reinsurance of life, A&S, and annuity business which is derived principally from its controlled companies. It was sponsored and is controlled by the Murchison interests of Dallas. Its president is John D. Murchison. Vice-presidents include Robert V. Hatcher, president of Atlantic Life and P. K. Lutken Sr., president of Lamar Life.

In keeping with the policy of Life Companies, Inc., the integrity of Peoples Life will be maintained and there will be no changes in management policies or operations. The company will be maintained in its present form in Frankfort and with the present personnel.

At present through its direct writing companies, Life Companies operates in 28 states and the District of Columbia. Its stock is listed and traded on the open market.

Peoples Life operates in Indiana, Michigan, Ohio, Illinois, Iowa, and California, and with the transfer of its controlling interest to Life Companies, the latter will be extending its operation into Indiana, Michigan, and Ohio, where it previously had not operated.

The negotiations, which are to result in the transfer of a majority of the approximate 30,000 outstanding shares of stock of Peoples Life, were completed Monday. An offer will be made in the near future to the remaining stockholders of Peoples Life, the terms of which will be basically the same as those offered to stockholders who have already released their shares.

By joining Life Companies, Inc., the officers of Peoples Life expressed the opinion that it will enable the Indiana company to enjoy a faster rate of growth and a greater opportunity for expansion than it would by continuing independent operation.

As of June 7, the 50-year-old Peoples Life, according to President Robert K. Ryan, had \$150 million of insurance in force. The company also recently acquired the old Clinton Theater building adjacent to its home office in Frankfort. The theater will be razed to make room for a new home office annex.

The combined in force figure of all life companies under Life Companies' control, including Peoples Life, approaches \$1 billion.

Farmers & Traders Life of Syracuse has begun construction on a new home office building at 950 James street. The building will have an Indiana limestone exterior, will be two stories high, with an area 102 by 102 feet. It will be fully air-conditioned. It is scheduled for occupancy by Aug. 1, 1958.

Ask Franklin Holders to Approve 50% Stock Dividend, Other Plans

A special meeting of Franklin Life stockholders will be held Aug. 12 to take action on a proposed amendment to the company's charter to provide for the expansion of capital structure, for the declaration of a 50% stock dividend, and for the initiation of a program to involve the following:

1. The payment of annual stock dividends of 5% in addition to cash dividends. This action will enable the stockholder requiring current funds to convert his stock dividends into cash with resulting increased income.

2. A broader base for future growth to allow greater flexibility in the company's operations by obtaining additional capital funds through a public offering of some portion of unissued shares. In any such offering of shares, stockholders would have preemptive rights to acquire their proportion of the shares so offered.

3. Provision for the acquisition of additional insurance through the purchase of other life companies when favorable situations arise.

New sales by Franklin during the first half of 1957 reached an all-time high of \$329 million. Premium income increased nearly 10%; mortality was 32.2% of expected; investment income reflected an expansion of 17.1%, and insurance in force as of June 30 exceeded \$2,550,000,000. The company has set a goal of \$3 billion in force by late next year.

Loser of State Group Case Petitions Top Court

WASHINGTON—J. Thomas Miley, the Boston broker who invoked the Sherman anti-trust act after his low bid on the life coverage for Massachusetts state employees failed to win the business for Minnesota Mutual Life, has petitioned the U. S. Supreme Court for a writ of certiorari to the U. S. court of appeals for the first circuit.

The questions presented are, according to Mr. Miley's brief, the following.

"1. Can persons injured by violations of the Sherman act in the insurance business be deprived of any relief whatsoever by state statutes which authorize a state commission to purchase insurance for state employees or regulate only some phases of the insurance business but which do not prohibit monopolies and restraints of trade or commerce in the insurance?"

"2. Is a complaint under section four of the Clayton act sufficient if it alleges that an established insurance broker was injured in his business through the loss of commissions and service fees which he would have received except for a violation of the Sherman act by the defendants?"

"3. Are members of a state commission, acting as state purchasing agents, who, without statutory authority, participate in a combination and conspiracy violative of the Sherman act, individually liable in an action for treble damages for violation of the Sherman act?"

Minnesota Mutual Life has taken no part in the litigation.

Way Left Open to Kill Premium-Pay Test in HR 8381

**Right to Vote on It Is
Sole Exception to Ban on
Non-Committee Amendments**

WASHINGTON—Through a highly unusual procedure of the House rules committee, the way has been left open to get the watered-down premium-payment test for estate tax liability of life insurance proceeds out of the technical amendments bill, HR 8381, without obtaining the agreement of the ways and means committee. This makes it possible to kill the premium-payment test without voting down the entire bill or recommitting it to the ways and means committee.

The way the rules committee did this was to modify the traditional "closed rule" barring amendments except those made by the committee backing the bill. The modification makes an exception which permits Rep. Curtis of Missouri to move that the premium-payment test be stricken from the bill.

The rules committee made this exception in spite of vigorous opposition from the ways and means committee.

Rep. Curtis, a member of the ways and means committee, strongly denounced the proposed partial restoration of the premium-payment test. In a minority report appended to the committee report on the bill, he pointed out that the bill is "to correct unintended benefits and hardships," and since "the estate tax treatment accorded life insurance policies in the 1954 code was in no sense an unintended benefit" it was therefore not a proper item for consideration by the subcommittee that recommended the adoption of a premium-payment test.

"Any claim of benefit," he said, "results from either one of two sources: (A) The present method of taxing the income of life insurance companies or (B) the high rates (up to 91%) of the income tax on individuals. The claim of benefit from the first source is highly debatable . . . however, if a remedy is needed it should be in this basic area. The claim of benefit from the second source has nothing to do with life insurance as such. It applies to any and all assets and income of persons in the high tax brackets. In my judgment it is almost impossible to write enforceable, meaningful, and economically sound tax laws of any subject, with confiscatory tax rates, such as we presently have, as a base."

Rep. Curtis also attacked the proposed restoration of the premium-payment test on the ground that it discriminates in favor of the wealthy and against small business. He said there is serious question of its constitutionality, citing the Supreme Court decisions in *Kohl vs United States* and *Heiner vs Donnan*.

"The enactment of the proposed

(CONTINUED ON PAGE 19)

Members of 1958 MDRT Executive Committee



The executive committee of the 1958 Million Dollar Round Table, elected at the annual meeting at White Sulphur Springs, W. Va., are from left to right, James B. Irvine Jr., National Life of Vermont, Chattanooga, new member of the committee; Robert S. Albritton, Provident Mutual Life, Los Angeles, re-elected. William D. Davidson, Equitable Society, Chicago, chairman-elect; Howard D. Goldman, Northwestern Mutual Life, Richmond, 1957 chairman who will continue on the committee as immediate past chairman, and Adon N. Smith II, Northwestern Mutual Life, Charlotte, N. C., the vice-chairman-elect. The new committee takes over Oct. 31 at the end of the current MDRT year.



Their Future is His Career!

The tools of life insurance selling are complex. But most men of intelligence can learn to master them. If they are employed for short term gain, their purpose may be nullified. If used to shape a family's future . . . they truly serve humanity. That is why, at Cal-Western Life, so much emphasis is placed upon the "career attitude".

THE Cal-Western Life Agent

... trusted advisor!
... partner in plans for tomorrow!

*Reg. U.S. Pat. Off.

CALIFORNIA-WESTERN STATES LIFE INSURANCE COMPANY
Home Office: Sacramento

Equitable Society Announces 2 Versions of the Family Policy

NEW YORK—Equitable Society has brought out its version of the family policy, called the "family protection plan" and has announced another, now in preparation, called the "family security plan."

The family protection plan combines whole life insurance on the husband with term insurance on the wife and children. The family security policy will provide endowment insurance on the husband, a smaller endowment on the wife, and term coverage on the children. The family protection plan stresses protection, while the family security plan puts more emphasis on thrift, President James F. Oates Jr. pointed out.

Both family insurance packages will be the subject of intensive national advertising campaigns which will begin on the radio Aug. 31 and follow in magazines and newspapers. The plan for family protection has already been approved by insurance authorities in all states except Oklahoma, Maryland and Massachusetts.

Each unit of the family protection plan provides a \$5,000 face amount of whole life insurance on the husband. It also provides decreasing term insurance on the wife amounting to \$3,000 up to the policy anniversary nearest her 31st birthday, decreasing by \$100 annually to age 55, and remains at \$500 until expiring on the policy anniversary nearest her 65th birthday. In addition, each unit provides \$1,000 of term insurance on individual children's lives until each child's 25th birthday or the policy anniversary nearest the wife's 65th birthday.

Children under 18 when the policy is issued are eligible for coverage and children born after that time are covered automatically. Coverage begins after a child is at least 14 days old. Each child may convert the term insurance on his life, when that coverage expires, up to five times its expiration value, without medical examination.

The plan is available for face amounts of \$5,000, \$7,500, \$10,000, \$12,500 and \$15,000 on the husband's life, with coverage for his wife and children scaled accordingly. Three units, or a face amount of \$15,000 on the husband, are the maximum under the policy.

Premiums and cash values depend only on the husband's age when he

Robert Taylor Joins Mill Owners Mutual as President

DES MOINES—Robert B. Taylor, who left office July 1 as Oregon insurance commissioner, has been elected president of Mill Owners Mutual of Des Moines. He succeeds L. K. Sharp, who resigned as president and a director of the company founded by his grandfather because of ill health. Mr. Sharp intends to take an immediate rest.

Mr. Taylor is immediate past president of National Assn. of Insurance Commissioners and served eight years as Oregon commissioner. He began his insurance career in 1939 as an agent in San Francisco, and in 1942 went with Crum & Forster as a special agent in Washington. Later he was in the Oregon and Idaho field for Crum & Forster. Before becoming Oregon commissioner in 1949, he was president of Oregon Fire Underwriters Assn.

HIAA Asks Continued Wage-Hour Exemption for Insurance Agents

WASHINGTON — Recommending that the exemption of insurance agents from the wage and hour provisions of the fair labor standards act be continued without change, the Health Insurance Assn. of America has presented to the House subcommittee on labor standards a statement similar to its presentation to the Senate labor and public welfare committee last March.

The work of insurance agents is "professional in nature," HIAA pointed out, stating that it would be impossible for an insurance company to determine the working time of its agents to say what constitute an "hour of work," for the agent, or to control the hours worked by an agent during the week, or to relate pay to hours worked.

buys the policy and are independent of the age of his wife and the number and ages of their children. Premiums are reduced at the policy anniversary nearest the wife's 65th birthday or at her death if it occurs before that date. Should the husband die, no further premium payments are charged for the term insurance on the wife and children.

Under the new policy, no medical requirements need be met by the wife or children. Normal underwriting procedures apply to the husband.

Results for First Six Months Given

Percentage of business written under the family plan and percentage of total business in force accounted for through the pre-authorized check method are shown, where significant, in footnotes for companies offering these features.

	1957	1956	1957	1956
	New Life	New Life	In Force	In Force
	Ins. Bus.	Ins. Bus.	Increase	Increase
	\$	\$	\$	\$
American National.....	253,760,994 ^a	184,088,007	174,764,036	105,527,664
Bankers Life of Iowa	186,625,223	113,360,158	160,202,267	82,672,472
Berkshire Life	31,815,052	28,687,826	18,853,838	14,801,268
Confederation Life ^b	122,476,395 ^b	94,876,166	83,715,731	77,599,505
Equitable Life of Iowa	87,686,322 ^c	75,798,145	43,225,605	24,891,125
General American Life	223,129,053	109,168,263	193,011,904	59,884,538
Gulf Life	77,148,943	58,737,442	52,758,706	38,982,554
Imperial Life	71,600,080	61,337,675	50,159,987	42,586,286
Jefferson Standard Life	122,561,183 ^c	110,104,972	70,220,543	66,186,527
John Hancock	1,301,096,469 ^c	941,235,305	1,023,253,664	527,129,417
Kansas City Life	77,864,758 ^c	68,617,453	30,910,981	28,374,402
Liberty National Life	64,790,000 ^d	55,156,000	38,381,000	34,106,000
Massachusetts Savings Bank Life	31,847,720 ^d	25,156,818	21,270,073	11,900,603
National Life of Vermont	145,736,972	105,790,208	98,439,422	69,398,484
Northwestern National Life	98,325,887	92,981,874	43,003,686	66,900,322
Peoples Life of Washington D.C.	52,350,971	27,664,434	40,008,507	17,292,413
Provident Mutual Life	275,860,296	89,707,553	222,921,340	42,749,446
Security Life & Trust of N.C.	137,066,633	132,228,625	39,371,804	41,076,261

^aRevivals and increases amounted to \$22,809,187.

^bFamily plan, new to the company, accounted for 5% of policies sold in June.

^cRevivals and increases amounted to \$4,886,407.

^dFigures shown are for November, 1956, through April, 1957.

Pre-authorized check percentage—0.3%; *1.3% of ordinary premium-notice business only; *2.27% plan effective 7 months; *15% as of June 30, 1957, and 14% as of June 30, 1956.

First Public Offering . . .

3-D Pension Plan For Small Groups

**Exclusive New Plan Gives Small Concerns
Every Advantage Enjoyed by Giants**

Groups of 10-40 employees can now be provided retirement income plans . . . *on a group underwritten basis* . . . comparable in features and advantages to the finest ever developed for industrial giants.

Continental has devised master contracts to fund more different types of pension plans than any other insurance company.

Directed by this wealth of experience, CAC research skimmed the cream from the best of existing plans. Then results were combined into readily adaptable basic elements for building individually

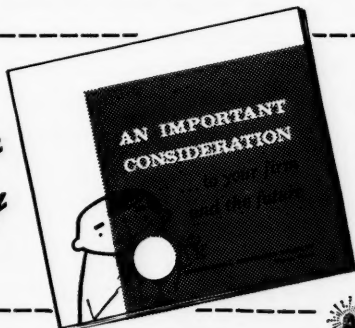
adjustable programs . . . stress on simplicity and adequacy every step of the way.

No trust needed. Qualifies for tax advantages. Group underwriting. Virtually no administrative burden. Premiums well below individual policies.

To get the full and easily understandable facts, please write for a copy of our booklet, "An Important Consideration."

"Attractive Commissions" . . . Doubled!

*Write for
your copy*



"An Important Consideration" is almost a do-it-yourself pattern for small group pension planning. No technicalities. No mysteries. Ask for your copy by return mail.

**CONTINENTAL ASSURANCE
COMPANY**

Retirement and Special Plans Department



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MDRT Room-Hopping Sessions Offer Wide Range of Discussion Subjects

The 12 room-hopping sessions at the annual meeting of the Million Dollar Round Table at White Sulphur Springs provided fare for all tastes. The room-hopping program was under the direction of William L. McKechney, Northwestern Mutual, Chicago, vice-chairman of the program committee. Here are some quotations from the introductory remarks of the room hosts:

Lawrence E. Andersen, Equitable Society, Pasadena, package selling of salary deduction plans: After lining up his prospects, Mr. Andersen tells them he won't be able to see them before five or six weeks. He makes his closing calls in the evening. "I don't go home for dinner at the end of the customary business day. You take an hour going home, you wait a while more for dinner, and by the time you finish your meal, you're groggy and don't feel like making calls. Even if you do go out, you then have to drive to the prospect's home and, if he's not there or isn't receptive, you've had it

for that evening. Here's what I do instead: Taking those names I've accumulated over the weeks, I divide them up by location and start making calls in one area about 4:30 or 5. By moving from one prospect to the next, I can visit four or five of them, get through around 9 or 9:30 and stop for a leisurely dinner on the way home."

Daniel H. Coakley, New York Life, Boston, self-organization (package selling session): "If one can learn to create work for himself, manage himself, and plan his work properly from week to week, he will have solved the first and most important part of his life insurance career. The reason I say this is because if he can accomplish this first goal he will have solved the terrific problem of work habits and the by-product of work habits which might be called 'prospecting.' In addition, of course, the office and field procedures which are an outgrowth of work habits will consequently no long-

er be the problem they present to the ordinary agent."

J. Welldon Currie, New England Life, Miami, business insurance and the key man: "I suggest that in setting up your key man or business insurance cases you work with the corporation's attorneys and CPAs as it is their responsibility also to see that their client is properly protected by having the plan properly set up and your work well done. Also, the corporation's attorney will want to have the proper resolution of the board authorizing the purchase of the insurance spread on the minutes of the board meeting. Indemnification to the corporation for the loss of the executive's services are, generally speaking, an important part of any such resolution."

Norman N. Gortz, Union Central Life, New York City, group coverages: "You people who are experienced in the sale of individual life plans could use the group life insurance plan as the jumping-off point to a programing of the life insurance needs of each executive in the plan, as an added service you would offer. One group-

writing company has built much of its group presentation around an individual programing and estate planning service that the underwriter would give to each of the covered executives in the plan. I understand they have been very successful in selling large volumes of individual life insurance based upon this approach to the group sale."

William B. Hardy and Kenneth V. Robinson, New England Life, Waterbury, Conn., business insurance and salary continuation: After pointing out that in small, closely-held family corporations there is often insufficient group insurance to provide for salary continuation, they said, "Bear in mind also that the cash values of key man policies purchased to fund such an arrangement are available for retirement if premature death does not occur. So we are really offering a double-barreled proposal."

Josef E. Josephs, New York Life, Charlotte, N.C.: "Probably one of the most overlooked advantages of key man insurance as an asset of a corporation is the tax-sheltered nature of the contract. While the corporation is indemnifying itself against the loss of the key man, it is at the same time, in all life insurance plans except term, placing its money in a tax-sheltered investment. For example, a whole life policy, as we all know, consists of decreasing term insurance and an increasing investment account which is annually improved at a guaranteed rate of interest. This interest addition each year is not taxable to the corporation because it is not constructively received."

Charles T. Kingston Jr., Union Mutual Life, Hartford: "I like to know where I am before I start to work for a client. And, conversely, by asking to know all about the man's financial affairs, I am informing him of the seriousness of my intentions in his behalf. He knows from the beginning that I am not a hit-and-run salesman and I learn two very important things: (1) I know he is not apt to go to so much trouble for some other life insurance agent in the foreseeable future, and (2) if one of my competitors calls on him while I am visiting with you here at the Greenbrier and he, the agent, gives the impression that he can serve my client intelligently without requiring so much data, my client will instinctively conclude that Kingston's job must necessarily serve his needs more completely and more effectively."

William J. Kinnally, Northwestern Mutual, Milwaukee: "The interrelation of business insurance and estate planning is particularly apparent with respect to taxes—both death taxes and income taxes. In analyzing any estate in which a business interest is involved, it is imperative that consideration be given to whether the business is a potential source of cash for payment of death taxes. On the other

(CONTINUED ON PAGE 18)

OUR ELECTRONIC BRAIN IS HERE

Our IBM Type 705 Electronic Data Processing Machine has arrived,—all 60 tons of it,—and has been installed.

Soon it will be in full operation, doing vast volumes of routine tasks at fantastic speeds and stepping up our service both to our Field force and our policyholders.

And it's a good thing, too . . . because we are well on the way to Five Billion Dollars of Life Insurance in Force, and the machine would have to be fast to keep up.



THE
NATIONAL LIFE
AND ACCIDENT
INSURANCE COMPANY
HOME OFFICE - NASHVILLE, TENNESSEE

EXCEPTIONAL OPPORTUNITY FOR . . .

. . . experienced accident and sickness Special Agent to contact our present agency force. We are expanding our accident and sickness facilities and need top flight personnel who can advance to a management position. Salary, expenses and car PLUS Incentive Bonus. We are interested only in persons who desire a minimum annual income of \$10,000. All replies will be held in strict confidence. Please give your qualifications in detail by letter to Box V-69, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Around the World in 18 Months

What more exciting and glamorous trip could anyone want than the one W. L. "Bill" McPherrin and Mrs. McPherrin are taking right now? In eighteen months they'll see nearly every interesting country in the world.

Bill graduated from the engineering colleges of M.I.T. and Northwestern University with high honors. He pursued his engineering career for a number of years and successfully. But Bill wanted more than just a job. He wanted independence and time for the leisurely pursuit of happiness. He found them in the unlimited opportunities selling insurance for Kansas City Life. So Bill and Mrs. McPherrin have enjoyed a good life. They have reared two children and sent them through college. Bill has taken the time also to enjoy and become proficient in his hobbies of photography and duplicate bridge. Now he is doing the thing that most of us dream about but few of us do. For in what profession is it possible to take a leave of absence for eighteen months and continue to receive monthly revenue. All he did was notify Kansas City Life to send his checks to his bank.

When the trip is over? Bill can retire and enjoy the rest of his life in comfort if he wishes or he can take up where he left off—selling life for Kansas City Life—it is up to Bill.

KANSAS CITY LIFE INSURANCE CO.

Broadway & Armour in the Heart of America





**WE'RE MOVING AHEAD
... in these states**

PENNSYLVANIA • OHIO • ILLINOIS
INDIANA • MARYLAND • DELAWARE
KENTUCKY • TENNESSEE • ARKANSAS
LOUISIANA • MISSISSIPPI • FLORIDA
MINNESOTA • VIRGINIA • MICHIGAN

**Special Ground Floor
Opportunities Available
to GENERAL AGENTS...
LIFE • ACCIDENT & SICKNESS
HOSPITALIZATION • GROUP**

MORE COMPETITIVE . . . L.I.C.A. offers a complete portfolio—policies filled with unusual selling features . . . loaded with advantages you can get your teeth into — and really S-E-L-L!

MORE MERCHANDISING . . . We offer a hard-hitting, sales producing program, from "mail to sale". Everything furnished to you without charge.

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MORE MONEY FOR YOU . . . This is truly a "ground floor" situation. L.I.C.A.'s vigorous building program spells O-P-P-O-R-T-U-N-I-T-Y for you!

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now...small businesses

can mean big money to you!

... through Life and Casualty BANTAM GROUP INSURANCE

Yes! Every store, office, plant and business firm in your territory employing 10, 15, 25—even as few as 5* people—can now qualify for Group Hospitalization, Surgical Procedure, Polio and Life insurance coverage under the L & C Bantam Group Insurance plan. Think what this can mean to you in added income!

Where formerly only big businesses enjoyed this coverage, today you can offer thousands of smaller firms Group Insurance Coverage under the L & C Bantam plan with the backing and reputation of this Billion Dollar company!

*Life only where state laws permit.

Life and Casualty
Insurance Company of Tennessee

We'll help you sell Big Business too! Now both large and small business firms can avail themselves of L & C Group Insurance Coverage. And we will help you sell them! L & C rates are competitive, our simple administrative procedure cuts "red tape," and the unusual flexibility of L & C coverage makes our Regular or Bantam Group Insurance of interest to every firm. Write or mail the coupon for FREE descriptive literature TODAY. No obligation.

Group Insurance Division
LIFE and CASUALTY INSURANCE COMPANY
Nashville, Tennessee

Please send at once:
☐ Folder on Bantam Group Insurance
☐ Brochure on Regular Group Insurance

Name _____
Address _____
City _____ State _____

COLONIAL PARLEY

Higher Federal Taxes Would Cause Increase in Life Rates: Evans

If the proposed increase in federal taxation of life companies should come about, the new taxes would lead inevitably to increased life insurance rates, President Richard B. Evans of Colonial Life told the general agency department's annual educational conference at Cape Cod, Mass.

A large segment of the public mistakenly believes that life companies already have distinct tax advantages, Mr. Evans pointed out. On the contrary, they now are assuming a high proportion of the tax burden.

As for group limits, he felt many companies are getting out of line because higher group limits are inimical to policyholders, agents and companies. Although he agreed with the 20/40 formula, he felt these limits are somewhat low. He proposed a \$50,000 ceiling on individuals.

The increased sale of term is not in the public interest, particularly during this period of high-level economy when the threat of inflation is so great. He lauded the anti-inflation advertising campaign being conducted by Institute of Life Insurance.

The present mortality tables are obsolete, Mr. Evans said. Other states should follow the lead of New Jersey and approve table X-17 because it is time to adopt a more modern table.



R. B. Evans

This would make possible the more rapid development of the gradation of premiums by policy size, one of the most important new ideas in life insurance.

Mr. Evans stressed the importance of the impending exchange of stock between Colonial and Federal. It will mean additional resources for expansion of the Colonial organization and provide more opportunities for the general agency department people.

The welcome was extended by Vice-president Eric G. Johnson who said the general economic atmosphere and sales climate for the life agent have never been better.

B. J. Lytle, a general agent, stressed the importance of developing nests in a particular market, noting that it usually takes an agent a year to do this.

D. W. MacConnell, general agent, said obtaining an appointment is the most important step in creating a market. Many agents fail to develop a technique for this, leaving it just to chance, and thus get fewer opportunities to tell their story.

G. W. McEwen, general agent, said sales talk should be kept in a conversational tone because it is a dialogue and not a monologue.

W. H. Beake, general agent, said it is difficult to get doctors to examine applicants at their homes due to heavy schedules. Sometimes it is best to allow the examiners to make the appointments at their own convenience either at the applicant's home or the doctor's office.

W. J. Rogers, general agent, said agents will jeopardize sales if their presentations are not well prepared and organized.

W. H. Fissell, superintendent of agencies in the ordinary department, discussed advanced underwriting. E. F. Naramore introduced a new general agency manual. Joseph B. Treusch, director of sales promotion, presented a new sales aid featuring the preferred protection plan.

St. Louis CLUs Elect Schreiber

Robert R. Schreiber, regional group manager for Bankers Life of Iowa, was elected president of St. Louis CLU chapter, succeeding Fred R. Sale, General American Life. Other officers are F. Russell Fette, New England Life, 1st vice-president; Frank E. Brennan, New England Life, 2nd vice-president; and Warren G. Pryor, New York Life, secretary-treasurer. Board members include Mr. Sale; T. Edward Flanagan, Sun Life of Canada; William T. Kiefer, State Mutual Life; Joseph H. Krull, General American Life; Arthur W. Mason Jr., a professor at Washington university; Elizabeth H. Niedringhaus, New England Life, and Henry A. Weil, State Mutual Life.

Two Honors for Mass. Mutual

A citation of appreciation was presented to Massachusetts Mutual by American Heritage Foundation for a folder sent by the company to its policyholders urging them to register and vote in the 1956 elections.

American Heritage Foundation, founded in 1947, is an educational organization seeking a higher level of citizenship.

Massachusetts Mutual was also one of five Springfield, Mass., firms honored by the U. S. Chamber of Commerce as charter members of the national body. A charter member certificate award was accepted by Vice-president Charles H. Schaaff at the annual dinner of the Greater Springfield chamber. The company joined the U. S. Chamber of Commerce in 1913, the first year the organization was opened to private business firms.

Guaranty Savings Life of Montgomery, Ala. has entered the A&S field.



With 20 big ads in Time, Newsweek, the Journals of the American Medical, Bar and Dental Associations, and in Banking Magazine, Acacia Mutual is directing its current national advertising campaign to business and professional men and women.

These advertisements, which feature Acacia's two new low cost, high value whole life policies—The Acacian and The Executive—provide information of vital importance to "selected prospects" who want and need substantial life insurance protection. In addition Acacia is backing this advertising campaign with a hard-hitting direct mail follow-up program. Giant postal cards, magazine reprints and premium notice enclosures, all especially designed to pave the way for an Acacia Fieldman's call, are being furnished free to our representatives.

This advertising campaign and effective follow through material typifies the kind of sales support Acacia gives its Fieldmen. It is another of the many reasons why their average annual production, year after year, is among the highest in the life insurance business.



ACACIA MUTUAL Life Insurance Company

Washington 1, D. C.



NEWS OF LIFE POLICIES

Life of Ga. Family Plan Triples for Accidents

Life of Georgia has brought out a family policy which pays insured orphans three times the face amount of insurance in case of accidental deaths of both parents within 90 days of each other. Double indemnity on the parent

is also part of the package. There is paidup and extended term on the father.

The plan is sold in units and half units from one to three, a unit being \$5,000 on the father, of which half is whole life and half term to age 65; \$2,000 term on the mother for any age, and \$1,000 term on each child. The

premium reduces by more than half at the father's age 65. There is premium waiver for the father's disability for age 60.

The premium rate is based on the father's age in relation to the mother's in one of three brackets. Limits are 18 through 45 for the father and 17 for the mother, who can be no more than 14 years younger or six older than the father. Insurance on the mother runs to the father's age 65. In case of the father's death, coverage on the rest of the family becomes paid up. Children must be under age 18 at

issue but are insured to 22. The number of children does not affect the premium rate. Between 18 and 22, while continuing to be covered, children have the right to buy five times the amount of their coverage without evidence of insurability. Babies become automatically covered for full benefit eight days after day of birth.

First Colony Managers Get Family Policy, Graded Premium Whole Life Plan

A family plan policy and a new whole life policy with premiums graduated by amount, were introduced to agency managers of First Colony Life of Lynchburg, Va., at sessions at the home office by Roy A. Foan, vice-president and director of agencies. Also introduced was an entirely new program for recruiting, training and financing.



Roy A. Foan

Jay Seibel, advertising and public relations director, reported on the success being experienced with current direct mail, newspaper and trade journal advertising featuring the theme, "The Man from First Colony."

Mr. Foan presented the managers briefcase selling kits fitted with the new sales training procedures, selling visuals forms and other material.

First Colony now is licensed in Virginia, Delaware and District of Columbia.

Cleveland Group Men Elect Berry

Walter Berry, Ohio National Life, was elected chairman of Cleveland Group Insurance Representatives Club. Others elected were Derle Parker, Aetna Life, vice-chairman; Kennard W. Becker, Nationwide, secretary-treasurer, and Frank Nickerson of Great-West Life and Carl Spengler Jr. of Connecticut General Life, program committee chairmen.

Peoples Life of Washington, D. C., has obtained a permit to construct a \$4 million home office building to occupy a whole block in what is known as the Foggy Bottom section, which is part of the land sought as site for a proposed \$36 million national cultural center. If the government takes it over company officers say the company will locate outside the city.

Vaughn Liscum has been appointed manager of the claims department of CUNA Mutual, succeeding K. D. Jones, who recently was promoted to assistant director of legislative insurance industry relations.

PAUL TEMPLE AND ASSOCIATES INSURANCE ANALYSTS

Purchase, Re-Insurance and/or Merger of Life, Fire and Casualty Insurance Company's negotiated in confidence through the facilities of this 30 year old organization.

1927-1957

PAUL TEMPLE AND ASSOCIATES
6355 NORTH CLARK STREET
CHICAGO 26, ILL.

4 reasons why you should become a C.L.U.

- 1 The C.L.U.'s income actually increases while he is preparing for exams!
- 2 The typical C.L.U. earns a higher income after attaining his designation!
- 3 He enjoys higher prestige among his associates and clients!
- 4 He benefits from valuable associations with other successful life insurance people at the local C.L.U. chapter meetings . . . and from the informative material he regularly receives from the American College of Life Underwriters.

For complete information about the C.L.U. Study Program, write to American College of Life Underwriters, 3924 Walnut Street, Philadelphia 4, Pa.

MUTUAL OF NEW YORK

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK, NEW YORK, N. Y.

Life Insurance—Accident and Sickness—Hospitalization—Retirement Plans . . . FOR INDIVIDUALS AND EMPLOYEE GROUPS

MONEY offices are located throughout the United States and in Canada

MONEY TODAY MEANS MONEY TOMORROW!



WEATHER STAR SIGNALS ON TOP OF OUR HOME OFFICE
Green Fair
Orange Cloudy
Orange flashing . . . Rain
White flashing . . . Snow

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List Full Program for 77th Convention of Agents of 100-Year-Old NW Mutual

MILWAUKEE—Leading agents from coast to coast will play prominent roles in the 77th annual meeting here of the Association of Agents of the Northwestern Mutual Life July 22-24, which also marks part of the company's centennial celebration.

Two special centennial events are planned. In a ceremony on Sunday, July 21, the association will rededicate its membership to a second century of service and will present a permanent memorial plaque to the home office. On Monday evening, July 22, agents will see a special performance of the company's full-scale Centennial musical and dramatic production, "Shadow of a Giant."

Chairman for the opening session at the Riverside theater, Milwaukee, on Monday morning, July 22, will be the association's president, G. Wendell Dygert, Fort Wayne.

For this session, Edmund Fitzgerald, president of Northwestern Mutual, will be the featured speaker. Grant L. Hill, vice-president and director of agencies, will present the agents' honor awards and special centennial awards. F. R. Olsen, general agent at Minneapolis, will discuss "This Is Our Northwestern".

Lester A. Wilbert, Milwaukee, will be chairman for the Monday friendship luncheon for agents attending their first convention. The speaker will be Joe Thompson Jr., Nashville.

At the Monday hospitality luncheon for agents' wives, Robert E. Templin, superintendent of agencies, acting as company host, will introduce the speaker, Mrs. Peter Marshall, author of *The Man Called Peter*.

Because of the overflow crowd expected for the centennial meeting, group discussions and demonstrations will be held in split sessions on Monday and Tuesday afternoons, in the company's home office auditorium and in Milwaukee's new War Memorial building. The sessions will be reversed on Tuesday, so that all present will see both programs.

Charles E. Rosch, Baltimore, will be the chairman for the Monday sessions in the War Memorial building; William C. Roeder, general agent at Aurora, Ill., will be the Tuesday chairman.

Participants in the sessions at the War Memorial building, and their subjects, will be:

Raymond J. Dolwick, general agent Cleveland, and Robert A. Files, Cleveland, "Time Control Cools Hot Door-knobs." H. M. Wammack Jr., Los Angeles, "Insured Savings Warms Cool Prospects;" Ronald E. Schermacher, Milwaukee, "Double Your Income With Planned Incomes," and Roe Walker, general agent, Cincinnati, "Planned Incomes for People."

Stanley S. Trotman, New Haven,

will be chairman for the Monday afternoon sessions in the home office auditorium. Dennis E. McTigue, Fort Dodge, will be Tuesday afternoon chairman.

Participants in the sessions at the home office, and their subjects, will be: Richard S. Haggman, director of advertising, "Our New Look;" Dr. Gam-

ber F. Tegtmeyer, medical director, and Dr. Arthur R. Zintek and Dr. Jack A. End, assistant medical directors, "The Case of the Classified Client," and Donald C. Slichter, vice-president and trustee, "Financing the Future."

John O. Todd, Chicago, will be chairman for the Tuesday morning session at the Riverside theater. There will be three featured speakers at this session. Miss Catherine B. Cleary, vice-president of the First Wisconsin Trust Co. and a trustee of the Northwestern Mutual, will speak on "Estates—With and Without." A. J. Ostheimer, Philadel-

phia, will talk about "Advanced Underwriting Fundamentals." Arthur Seccord, director of community service and professor of speech, Brooklyn college, has chosen the subject, "Except in the Form of Bread."

Clifford A. Seys, Grand Rapids, will be chairman for the Tuesday luncheon and business meeting of CLUs at the Elks club. The speaker will be Nathaniel H. Seefurth, Chicago.

President Fitzgerald will be toastmaster for the Tuesday dinner dance

(CONTINUED ON NEXT PAGE)



Lutheran Mutual Proudly Salutes These 1957 National Quality Award Winners

J. V. Albrecht (10) North Canton, Ohio	V. H. Folkers, C.L.U. (6) Waverly, Iowa	Lawrence A. Lubben (3) Cedar Rapids, Iowa	Albert C. Printz (2) Canton, Ohio
Charles E. Alt (4) Norwalk, Ohio	Fred W. Gamm Wauwatosa, Wisconsin	Frederick H. Lueck (10) Dayton, Ohio	George C. Rausch (5) Waterloo, Iowa
Harold G. Austinson (5) Sioux Falls, South Dakota	H. H. Hantelman (5) Mankato, Minnesota	Benton G. Luedcke (5) Houston, Texas	Harvey C. Raasch (5) Milwaukee, Wisconsin
Melvin W. Babbitt (6) South Gate, California	Carl F. Hanusa (5) Madison, Wisconsin	Herold J. A. Lueders (8) Detroit, Michigan	Benno H. Ritter, Jr. (4) Minneapolis, Minnesota
Richard R. Babbitt Manhattan Beach, Calif.	Samuel J. Harke (9) Toledo, Ohio	Gladys H. Marten (10) Manson, Iowa	Howard F. Ritter Minneapolis, Minnesota
Corwin K. Barnhart Walla Walla, Wash.	Hank Hasselbring (6) Oak Park, Illinois	Robert C. Meyer (2) Watseka, Illinois	I. E. Rosholt (3) Chicago, Illinois
Carl F. Bockelman (6) Napoleon, Ohio	Ernest L. Hax (4) Victoria, Texas	Martin A. Moerbe (6) Joliet, Illinois	Vernon L. Schrader (2) Elgin, Illinois
Albert E. Buenow (3) Sturgeon Bay, Wisconsin	Alvin C. Hayes (2) Columbus, Ohio	Clarence A. Norcross Portland, Oregon	Erwin G. Schrank Hamilton, Texas
Walter T. Burmeister (4) Kansas City, Missouri	Frank J. Hummel (6) Cushing, Iowa	Gertrude Nybakken (2) Solon, Iowa	Elwin H. Schubbe (4) Springfield, Minnesota
Clarence G. Butts (2) Buffalo, New York	Melvin S. Johnson Minneapolis, Minnesota	John H. Oltman (2) Davenport, Iowa	Hubert A. Seifert (6) Mendota, Illinois
Carleton G. Case (12) Marion, Ohio	Karl W. Klatt (7) Milwaukee, Wisconsin	Herbert A. Oster (6) Aberdeen, South Dakota	Ellsworth H. Shields (5) Milwaukee, Wisconsin
Herbert E. Clarke (3) Girard, Ohio	Donald E. Koehn (3) Davenport, Iowa	Tillman J. Palm (4) LaPorte, Indiana	George H. Sielschott (6) St. Marys, Ohio
Melvin I. Crumrine (3) York, Pennsylvania	I. B. Krianke (6) Pflugerville, Texas	Harold A. Palmer (3) Oil City, Pennsylvania	H. E. Struckmann (2) Fairmont, Minnesota
Oliver J. Curfman (5) Wadsworth, Ohio	M. Melville Larson (12) Fargo, North Dakota	John M. Park (8) Peoria, Illinois	George W. Thiemann Lombard, Illinois
L. H. DeWeerth (7) Bartonville, Illinois	William A. LeCook (5) Rochester, New York	Leslie M. Pearson (3) Story City, Iowa	Harold T. Voigt Mt. Prospect, Illinois
Albert Felmet, C.L.U. (9) Buffalo, New York	Harold C. Ling (4) Columbus, Ohio	Dietrich E. Peters (3) Spokane, Washington	Ralph H. Wandrey Mason City, Iowa
			A. W. Winkelhake (6) Talmage, Nebraska

() Figure indicates number of years award has been won.

Lutheran Mutual | LIFE INSURANCE COMPANY
HOME OFFICE • WAVERLY, IOWA

NEW MARKETS?

Where are the greatest potentials for each line of insurance your company is now selling or plans to sell? Brochure available—limited edition.

CONSULTANTS

IN MARKETING AND MANAGEMENT FOR THE INSURANCE BUSINESS

FRANK LANG & ASSOCIATES
One NORTH LASALLE ST. CHICAGO 2, ILLINOIS
521 FIFTH AVENUE NEW YORK 17, N. Y.

Travelers in Force Passes \$20 Billion

Travelers life insurance in force has passed the \$20 billion mark. As of June 1, \$1.3 billion in new life insurance had been written by Travelers this year. During 1956, a total of \$1.7 billion was written, a record May pushed the

total over the \$20 billion mark, with \$542 million written, one of Travelers' biggest months.

Occidental, N. C., Adds Accident

Occidental Life of North Carolina is now issuing accident insurance. Plans range from travel and pedestrian coverage to protection against all types of accidental injuries and deaths.

BROKERAGE? YES SIR!

BROKERAGE CONTRACTS SURPLUS LINE CONTRACTS BROKERAGE AGENCY CONTRACTS

Our contract is the best in its line
Our insurance plans are super
competitive

We can prove the points!
(See information instructions at the
bottom of this advertisement!)

OTHER EXAMPLES OF ANICO SALES LEADERS

THE EXECUTIVE SPECIAL
\$25,000 minimum
Extra low premium—high values

ANICO CO-OP PENSION PLAN
Designed and priced for the
small employee group

JUMPING JUVENILE W. L.
5 for 1 at 21. Insured can get all
premiums at 65 plus a profit if
desired.

Complete Sub-Standard consideration.
Franchise. Bank Draft. Non-Medical.

Openings everywhere in territory for
REPRESENTATIVES, BROKERS, SPECIAL BROKERS
Inquiries about these or other openings for
those with special qualifications and experience will receive
prompt attention and answer. For information address:

COORDINATOR OF SALES

**AMERICAN NATIONAL
INSURANCE CO.**
GALVESTON, TEXAS



OVER 3 BILLIONS
762 MILLIONS IN FORCE

American Investors Amended Registration Gets SEC Ban Lifted

WASHINGTON—Securities & Exchange Commission has lifted its stop order applying to the registration statement of American Investors Corp. of Nashville, the statement having been amended in accordance with the commission's order.

The securities involved are to finance the company's life company project. The company plans to operate in Kentucky, Tennessee, South Carolina, Louisiana and the District of Columbia, according to a spokesman.

The SEC announcement includes the following:

"The registration statement relates to a proposed public offering of 4 million shares of common stock (par value \$1 per share) at \$2 a share. The company proposes to engage in the life insurance business through a wholly owned subsidiary. It is a new enterprise with no operating experience. Frank Poole is listed as one of the company's promoters and its president. Shares of the company are to be offered through Poole and four other promoters and officers of the company on a 'best efforts' basis, for which they will receive a selling commission of 20 cents per share (some of which will be payable to salesmen).

"In its stop order decision (securities act release No. 3771), the commission found that the registration statement as originally filed contained materially misleading statements with respect to the plan of distribution of the securities offered, proposed use of the proceeds of the offering, description of the business and management of the company, transactions with promoters and management, and the experience of the company's officers and directors.

"The decision stated in part:

"Sufficient facts are not disclosed to enable an investor to appreciate that registrant has no definite plans for the use of the proceeds, that no one in registrant's organization has any experience in the type of insurance enterprise in which registrant proposes to engage, and that a primary purpose of registrant's program is to enable the promoters to profit from the sale of a large amount of stock to the public."

"The registration statement has been revised to increase the minimum number of shares to be sold from 150,000 shares to 500,000 shares. If the minimum number of shares is not sold within one year, \$1.80 per share will be returned to purchasers. The company has determined that shares will be offered during a period of not more than 12 months and that the sale of shares will be terminated before sale of insurance is commenced. The registra-

tion statement now discloses the arrangements for the issuance of options to promoters, officers and others. A basis for application of proceeds from the sale of securities has been adopted under which proceeds from the sale of the first 500,000 shares will be invested in the insurance company subsidiary and at least 83% of the proceeds from sales in addition to the 500,000 shares will be invested in the insurance company. The amended registration statement identifies the promoters, discloses the lack of insurance experience of the promoters and officers, and sets forth their previous activities as securities salesmen."

Ask Cut on DBL Rate for Sick Unemployed Reserve

NEW YORK—The New York department has been asked to reduce its requirements for reserves against assessments for the sick unemployed under the disability benefits law and to assure refunds to welfare funds and other group policyholders.

The request was made by the Conference for Return of Excessive Disability Reserves, which say it represents employer and labor groups covering more than 125,000 employees in the state.

This group tried unsuccessfully, through litigation, to obtain a return from insurers of reserves it considered to be excessive.

The request to the insurance department is a result of Gov. Harriman's veto this year of a bill sponsored by the joint legislative committee on industrial and labor conditions which would have eliminated the present requirement of the law that assessments on insurers equal twice the amount of benefits paid to the sick unemployed whenever those payments exceeded \$6 million in one year. The group had expected that the amendment would be followed by a reduction in reserve requirements and by insurance department safeguards to insure equitable return of the released reserves to group policyholders under the disability benefits law.

The conference estimates that its proposal if put into effect would release about \$4 million of existing reserves.

List Full Program for NW Mutual Convention

(CONTINUED FROM PRECEDING PAGE)

at the Milwaukee Auditorium. There will be a breakfast on Wednesday for members of the "Half Million and Over" club.

John R. Mage, general agent, Los Angeles, will be chairman of the Wednesday morning meeting at the Riverside theater.

At that meeting, "Northwestern Legacies" will be discussed by three members of the Finkbinder Co. general agency, Philadelphia: A. C. F. Finkbinder, and A. C. F. Finkbinder Jr., general agents, and David McCahan, Jr. "Our Second Century Heritage" will be reviewed by three veteran general agents: Richard J. Shipley, San Francisco; Herbert L. Cramer, South Bend, Ind., and Glenn B. Dorr, Hartford.

The annual meeting will close with a talk, "Futures Unlimited," by Grant L. Hill.

Los Angeles Life & Trust Council Elects W. W. Jones as President

New officers of Los Angeles Life Insurance & Trust Council are Walter W. Jones, Mutual Life of New York, president; J. R. Pattillo, vice-president of Beverly Hills National Bank, vice-insurance, and Peter Thompson, Equitable Society, secretary-treasurer.

OBJECTION: "My life insurance program is complete."

ANSWER: "Let's talk Standard's REAP!"

(RETIREMENT EQUITY ACCUMULATION PROGRAM)

STANDARD LIFE INSURANCE CO. of IND.
INDIANAPOLIS, INDIANA

GENERAL AGENCIES OPEN IN Arizona • California • Delaware
Florida • Georgia • Illinois • Indiana • Kentucky • Maryland
Michigan • Missouri • New Mexico • Ohio • Pennsylvania
Tennessee • Virginia • West Virginia • D. of C. • Hawaii

Travelers to Co Is \$17

For the Travelers Connecticut this year Trinity Joseph's, lege, \$50 giving to learning graduate the comp

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Travelers Grants to Conn. Colleges Is \$17,500 for 1957

For the second consecutive year, Travelers has awarded grants to five Connecticut colleges and universities. This year's grants were: Yale, \$7,000; Trinity, \$6,500; Wesleyan, \$2,500; St. Joseph's, \$1,000 and Connecticut college, \$500. The company plans annual giving to private institutions of higher learning located within the state whose graduates have become associated with the companies.

In this way, according to President J. Doyle DeWitt, the group hopes "to reimburse those institutions for the cost of educating those of their graduates who eventually use that education to further the companies' business interests."

This year's grants vary only slightly from those of a year ago. The grants are based on a formula that takes into consideration present employment experience which may vary from year to year.

Mass. Mutual Holds Western Meet for 400

Massachusetts Mutual held a 3-day conference for 400 field men from 19 western agencies and Hawaii at the Broadmoor in Colorado Springs.

Speakers included Charles H. Schaaff, vice-president; A. Jack Nussbaum, Milwaukee, president of National Assn. of Life Underwriters, and Kenneth W. Perry, 2nd vice-president. Mr. Schaaff reviewed recent improvements and discussed plans for the future.

Seminars on business insurance, the group and professional markets, programming, package selling and selling to students were held. Michael Marchese, vice-president, conducted a panel on underwriting.

Ben A. Roth, Los Angeles, received the field championship award. The CLU scholarship award went to Hal Van Cleve, Los Angeles.

Group production awards went to J. H. Wilson, Oklahoma City; Alfred B. Hastings and N. H. Van Alstine, both of Los Angeles. Service awards went to Russell W. Dozier and C. R. Warren, both of Oklahoma City, 35 years; John P. Jannotta, San Francisco, 30 years; Gerald F. Hayes, Topeka, Edward Neisser, Los Angeles, and F. J. Van Stralen, San Francisco, 25 years.

GA Advisory Council of Equitable, Ia., Listed

The 19th General Agents Advisory Council of Equitable Life of Iowa for the year commencing July 1 has been announced. H. S. Bell, Seattle, qualified as the 1957 master agency builder and president of the organization club, and F. L. McCormick, Des Moines, as immediate past president and current vice-president of the club. Appointed, in addition, are H. S. Brownlee, Pitts-

burgh; M. F. Buscher, Minneapolis; J. E. Mattox, Oakland; E. V. Reed, Wichita, and J. R. Townsend Jr., Indianapolis. The Council meets regularly with home office officials to serve as a working liaison between the field and home office.

Daniel L. Holsinger, manager of tabulating at State Life, is new president of Indianapolis Accounting & Statistical Assn. Other officers are **A. Earl Wilson**, Fidelity Mutual, vice-president, and **Richard L. Wallace**, Indianapolis Life, secretary-treasurer.

Englehart of Equitable Heads Indianapolis CLUs

Richard H. Englehart, Equitable Society, has been elected president of Indianapolis CLU chapter, succeeding James E. Bettis, Berkshire Life. Others elected are Robert T. Stoneking, Equitable Society, vice-president, and Hilbert Rust, president of Insurance R&R, secretary-treasurer.

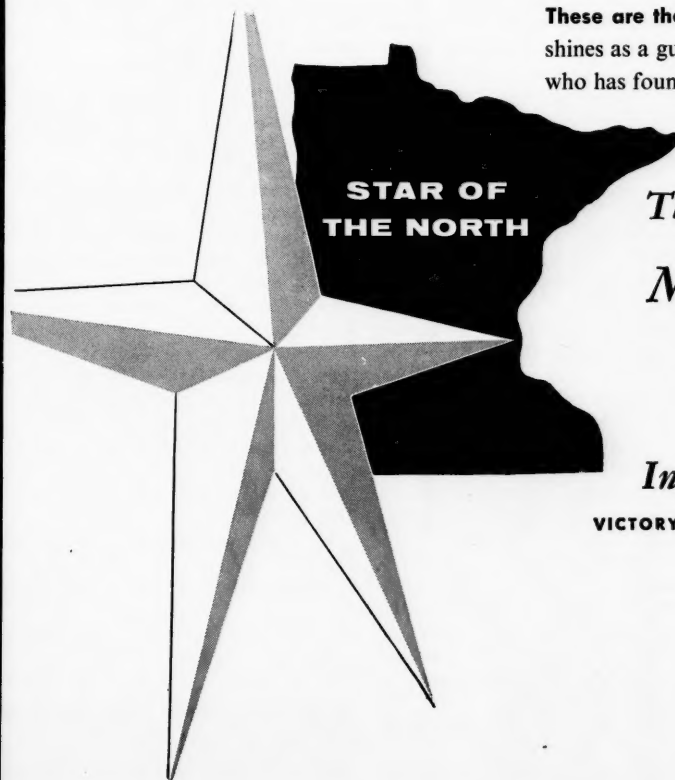
Directors include Mr. Bettis, Edward A. Krueger, State Life of Indiana; James R. Comstock, American United Life; J. Edward Hedges, Indiana uni-

versity; Eugene M. Busche, Indianapolis Life, and Walter W. Davis, Northwestern Mutual Life.

A CLU since 1951, Mr. Englehart, the new president, has been with Equitable Society since 1947. He has served as a director of Indianapolis Life Underwriters Assn. and as a national committeeman of the Indiana association.

Brent Tolbert has been named public relations director of Great National Life of Dallas.

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Southern California & Arizona Branch Office
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The NATIONAL UNDERWRITER



The National
Weekly Newspaper of
Life Insurance

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Assistant Editors: John B. Lawrence Jr.
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Assistant Editors: Richard J. Donahue,
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Production Editor: George H. Downs.

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SAN FRANCISCO 4, CAL.—582 Market St., Tel. Ebbrook 2-3054. Richard G. Hamilton, Pacific Coast Manager.

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EDITORIAL COMMENT

Must We Give Up 'Hospitalization'?

Hospitalization insurance may have to find another name if England's Lord Conesford succeeds in his efforts to prevent what he considers the desecration of the English language by Americans.

Lord Conesford objects to the idea that you can take any noun and by adding "ize" to it create a new verb. In an article in the July 13 *Saturday Evening Post* he lands particularly hard on "hospitalize," saying:

"This queer notion has led to some very odd results; none odder, perhaps, than 'hospitalize,' not meaning, as you would suppose, 'convert into a hospital,' but 'send to a hospital.' 'Hospitalize,' as the literate know, is no more capable of meaning 'send to a hospital' than 'canalize' is of meaning 'throw into a canal.' But that will not deter people from writing nonsense. Meanwhile, I am still waiting to hear what happens to a hospitalized man when he is cured. Is he dehospitalized or

homeized?"

Unluckily, Lord Conesford doesn't say what he would substitute for "hospitalize" so we can't suggest what would supersede "hospitalization" to remove this blot on "the noblest language in the world." If Lord Conesford is right, then "hospitalization insurance" should mean insurance against the risk of your home being taken over by the government and converted into a hospital.

But whether you shudder with Lord Conesford at "hospitalize" or think he's being overly fussy, we recommend a thoughtful reading of his *Saturday Evening Post* article. The insurance business depends so largely on saying what you mean so that it will be understood as you meant it to be that you can hardly help finding Lord Conesford's article a useful refresher course. And if you don't find it funny as well as instructive, you deserve to be canalized.—R.B.M.

A Job for the New 'American Council'

The big producers who are organizing the American Council of Life Underwriters largely as a way of defending the bank loan-plan against attacks seem to be missing a vitally important bet. At least, nothing was said about it in the comprehensive announcement put out by the organizing group.

What we mean is this: If the ACLU fails to make a top-priority objective out of cleaning up the acknowledged abuses that have characterized many bank-loan plan sales it will be in grave danger of being looked upon as a defender of such abuses or, at best, as taking an attitude of cavalier unconcern toward them.

Rightly or wrongly, the plan of buying life insurance by systematically borrowing on its cash values is officially in the National Assn. of Life Underwriters dog-house. Among individual members who are against the bank-loan plan, the feeling ranges from dubiousness to intense hatred. Foes of the bank-loan plan can point to fully documented cases in which such plans were sold with inexcusable disregard for the policyholder's true interests. Unfortunately, efforts to determine, even approximately, what percentage of bank-loan plans were probably a mistake from the buyer's viewpoint are frustrating. But these points in this major intra-industry controversy seem to us unchallengeable:

1. There has been enough mis-selling of bank-loan plans by unscrupulous or poorly informed agents so that these abuses can't be brushed aside as isolated and unimportant.
2. Enough agents are sufficiently bitter against the bank-loan plan to make full use of any abuses and shortcomings they find out about.
3. There is need for agreeing on the conditions appropriate to a bank-loan

sale. American Council could and should take the lead in formulating such a set of conditions, preferably in cooperation with NALU and the companies. With such a guide, sincere agents who have mis-sold the bank-loan plan through ignorance would be enlightened, and thereby enabled to avoid future errors. More than that, the guide would serve as a basis for criticism and possibly insurance-department discipline of unscrupulous agents who persisted in selling bank-loan plans that were clearly to the detriment of the buyer.

4. One of the prime duties of American Council should be to prevent bank-loan abuses and to see that agents guilty of such abuses are exposed, and if possible, disciplined.

The fact that American Council is being organized so largely for the protection of the bank-loan plan may well stir up the enemies of the plan to launch even more determined attacks on it. This could become a fight that would do the business of life insurance no credit with the public. Agent A. tells a prospect that here is a way of getting a lot of life insurance at low cost. It looks fine to him until Agent B. tears the proposition apart and tries to prove that it is a sucker's deal and that Agent A. was just out to make a fast buck.

This sort of controversy could turn out to be one of the worst things that ever happened to the public's confidence in the integrity of the life insurance agency system. Moreover, it would be happening, in the main, with men of fairly high earning capacity, in positions where they could and would talk about it with other present and future policyholders of the type generally considered to be the backbone of the ordinary market.

On the other hand, if American Council does more than fight off at-

tacks on the bank-loan plan and makes a sincere effort to determine those conditions in which the bank-loan plan is appropriate and then does its best to see that all agents adhere to these standards, the result may well be to eliminate so much of the basis for criticism of the bank-loan plan that its enemies will lack ammunition to keep the fight going. A few arch-foes might still continue the battle, of course, but they'd lose so much of their following that the whole controversy would die out from lack of interest.

Incidentally, in a matter so fraught with emotion as the bank-loan plan, perhaps we should repeat that we are neither for nor against the plan as such. Where a conscientious agent and an intelligent, fully-informed buyer decide, in the light of all the circumstances and possibilities, that the bank plan is a wise buy, we're for it. Otherwise we're against it.

Since there is necessarily an element of calculated risk involved, it is essential that the buyer know, so far as possible, precisely what he is doing. Equally important, he should be made fully aware of the uncertainties and contingencies. It should not be possible for an anti-bank-loan agent to come along later and convince him that he was misled.

What are the circumstances under which buying on the bank-loan plan would be a sensible course? We don't know. We don't believe there is any general agreement. But there should be, and there's where the new American Council can render a real public service and avoid the accusation of having been created mainly to protect a lucrative market.—R.B.M.

PERSONALS

An editorial by Lester O. Schriver, managing director of National Assn. of Life Underwriters, in the July issue of *Life Association News* was reprinted in full in the *Congressional Record* for July 5. It was inserted by Rep. Wint Smith of Kansas who termed it "a very fine statement of our ancient heritage . . . I most heartily recommend it to my colleagues." The editorial deplored the increasing tendency of the public to look to the federal government for security and subsidies.

Mildred F. Stone, staff assistant to President H. Bruce Palmer of Mutual Benefit Life, received the annual "outstanding citizen" award of Miles A. Suarez post, Veterans of Foreign Wars, Bloomfield, N. J.

G. Archie Helland, general agent of Connecticut Mutual at San Antonio, addressed a group of life insurance men in Oslo and another in Stockholm on a recent European tour.

Emmett Guy, district manager for Tennessee Valley Life at Jackson, Tenn., has been elected president of Tennessee Exchange Clubs.

O. P. Schnabel, branch manager for Jefferson Standard Life at San Antonio, recently received prompt delivery of a letter from an Indianapolis jeweler who addressed it to: "The San Antonio Insurance Man who Mailed Birthday Cards in the Form of Litterbags." Mr. Schnabel has mailed out some 10,000 auto litterbags as birth-

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day greetings, and this fact was reported recently in a magazine which came to the attention of the jeweler. Mr. Schnabel has congratulated the San Antonio postmaster, Dan Quill, and his staff, pointing out that it's a "bit unusual for a letter with so little information to reach any person in a city of a half-million people."

Henry H. Edmiston, vice-president of Kansas City Life, has been elected a director of Federal Home Loan Bank of Des Moines.

President **Frederic W. Ecker** of Metropolitan Life was the speaker at the luncheon meeting of the American Bar Assn.'s section of corporation, banking and business law at New York. Mr. Ecker, who is chairman of the insurance committee of President Eisenhower's "people-to-people" program, urged widespread enlistment of American individuals in the program "to widen every possible chink in the Iron Curtain so that the voice of truth may be more clearly heard everywhere." Presiding at the luncheon was **Churchill Rodgers**, general counsel of Metropolitan, who is chairman of the section.

J. Smith Ferebee, Virginia State agency manager for Equitable Society at Richmond, since 1950, recently was the subject of the Chicago *Daily News'* column "What Ever Became of . . ." Mr. Ferebee is best remembered as a marathon golfer who played 144 holes of golf in one day at the Olympia course in Chicago in 1938 to win a \$30,000 bet. The "What Ever Became of . . ." column of the *Daily News* is a daily feature of the newspaper which brings its readers up to date on famous personalities who through the years have been gradually dropped out of the public limelight.

President S. E. McCreless, American Hospital & Life, has been elected chairman of the newly organized Alamo Savings & Loan Assn. at San Antonio.

Lon Hocker, St. Louis attorney and former president and general counsel of Life of Missouri which recently was reinsured by Western & Southern, has been elected to the board of regents of American College of Trial Lawyers in New York City. He is the first Missourian to serve on the governing body of this group.

W. Ralph Jones, president of National Fidelity Life of Kansas City, was named "Boss of the Year" of International PBX clubs at their first international convention in San Antonio.

H. Dixon Trueblood, vice-president in charge of public relations and advertising for Occidental Life of California, has been elected president of Southern California chapter of Public Relations Society of America.

Life of Va. Ups Discount

Life of Virginia has raised its premium discount rate from 2½ to 3%. Liberalizations in rules applying to discounted premiums have also been made.

Pacific Mutual Life's mortgage loan investments at the end of June reached a record high of \$269,508,000, compared with \$253,291,000 on the same date last year.

DEATHS

WILLIAM G. GALLOW, retired secretary of North American Life of Toronto, died at his home in Toronto.

LUCIAN F. BLOODWORTH, vice-president and secretary of Liberty National Life, died. He had a wide acquaintanceship among life insurance executives and was noted for his contribution to LOMA, having served on the board of that association for four years.

WILLIAM M. THOMAS, former life department manager at South Bend, Ind., for Travelers, died of a heart attack in Kansas City, Mo. He was transferred to Kansas City two months ago from South Bend.

DAVID H. STEIN, 55, with Pacific Mutual Life at Denver, died.

HUGH S. SCAMMON, 74, agent for New England Life at St. Paul for 43 years, died in Minneapolis after a brief illness. Mr. Scammon resided in Minneapolis.

33,000 Own Variable Annuities in CREF; Assets \$50 Million

NEW YORK—In its first five years, College Retirement Equities Fund has acquired 33,000 participants, a premium income of more than \$1 million a month, and assets of \$50 million. CREF, the equity annuity affiliate of Teachers Insurance & Annuity, sells only to college and university faculty and staff members. But participation is limited to not more than half of the policyholders' monthly premium payments. The other half has to be in fixed-dollar annuities. A typical plan is based on monthly premiums equal to from 10 to 15% of the policyholder's salary, with both the institution and its faculty and staff members contributing to the premium payments.

STOCKS

By H. W. Cornelius, Bacon, Whipple & Co., 135 S. La Salle St., Chicago, July 16, 1957

	Current	Bid	Asked
Aetna Life	207½	209½	2
Beneficial Standard	17½	18	
Cal.-Western States	89	91	
Colonial Life	144	143	
Columbian National	83	85	
Commonwealth Life	25¾	26¾	
Connecticut General	301	305	
Continental Assurance	122	125	
Franklin Life	108	111	
Great Southern Life	75	79	
Gulf Life	27¼	28	
Jefferson Standard	92½	94½	
Kansas City Life	1440	1480	
Life & Casualty	21	22	
Life Insurance Investors	15¾	16¾	
Life of Virginia	111½	114	
Lincoln National	219	222	
National L. & A.	101	103	
North American, Ill.	22¼	23¼	
N.W. National Life	83	87	
Ohio State Life	272	282	
Old Line Life	58	62	
Republic Natl. Life	38	40	
Southland Life	96	100	
Southwestern Life	111	115	
Travelers	83¼	84¼	
United, Ill.	20¾	21¾	
U. S. Life	34¾	35¾	
West Coast Life	45¾	46¾	
Wisconsin National	67	71	

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HOME OFFICE CHANGES

North American Re

Burt D. Dutcher has been elected assistant vice-president. Before joining North American Re, he was executive vice-president of General Life of Arizona. He entered life insurance in 1941 with Connecticut General and was in charge of methods and planning for the group department. He went with New York Life in 1951 and helped establish its group department, later having charge of all small-group operations. He was the founder and first chairman of the group insurance section of Insurance Accountants & Statisticians Assn.

Massachusetts Mutual
Paul W. Persons has been named manager of the policy issue department. He joined Massachusetts Mutual in 1923 and has been assistant manager of the policy department since 1955.

Pacific Mutual Life

Richard L. Richards has been named superintendent, field service division of Pacific Mutual Life's group department. He formerly was a supervisor for new business. Other promotions in the company's group department include **Richard H. Heiman** from supervisor to superintendent, underwriting division, and **Arthur L. Addie** and **Myrtle L. Betts** who have been promoted to assistant supervisors. Starting from scratch in 1942, Pacific Mutual now has more than \$1,158,000,000 of group life insurance in force.

New York Life

William H. Creamer III, and **John F. Huber III**, both formerly with New

York Life in the Philadelphia area have been appointed training supervisors at the home office and will supervise trainee activities for the middle Atlantic division. Mr. Creamer joined the company in 1951 at Philadelphia. Mr. Huber joined the company in 1952 at Philadelphia.

Guardian Life

Edmund L. Souder Jr. has been appointed an agency assistant at Guardian's home office. He joined the company at San Francisco, made the leaders club in 1955 and 1956 and was named brokerage manager of the Brooks agency there in May, 1956. Before entering insurance Mr. Souder was a war and foreign correspondent in the far east.

Union Mutual Life

David F. Whorf has been promoted from management trainee to home office field supervisor, with headquarters at the home office. He joined Union Mutual in June, 1956.

Northwestern Mutual Life

Robert S. Stevenson, president of Allis-Chalmers, has been elected to the board of Northwestern Mutual Life. Nine other trustees were reelected.

Occidental Life of Cal.

Claud S. Gillespie, formerly assistant vice-president of Occidental Life of



C. S. Gillespie

California, has been elected secretary, succeeding **Howard Brace**, vice-president and secretary who retired June 30 after 33 years with Occidental. Elected assistant vice-president in 1953, Mr. Gillespie was named executive assistant to Mr. Brace in 1956. Prior to this, he had been administrative head of life and A&S underwriting departments for the company. He joined Occidental in 1937. Mr. Gillespie has served as secretary of Los Angeles Home Office Underwriters Assn., and was president of Home Office Underwriters of Western States during the 1955-56 term.

Richard J. Farrell, acting editor since 1956 of *Pulse*, field publication of Occidental Life of California, has been named editor.

Scouts Visit N. Y. Life Building

New York Life held conducted tours of its home office over a 3-day period for several hundred boy scouts visiting New York on their way to the national jamboree at Valley Forge, Pa. Additional tours were slated for July 20 when the scouts will be going home from the jamboree.

Dudley Dowell, executive vice-president, joined 150 boys from Oakland, Cal., and Butte, Mont., for a box lunch on the first day. More than 2,000 scouts visited the building. Invitations were extended to scout groups by New York Life agencies throughout the country.

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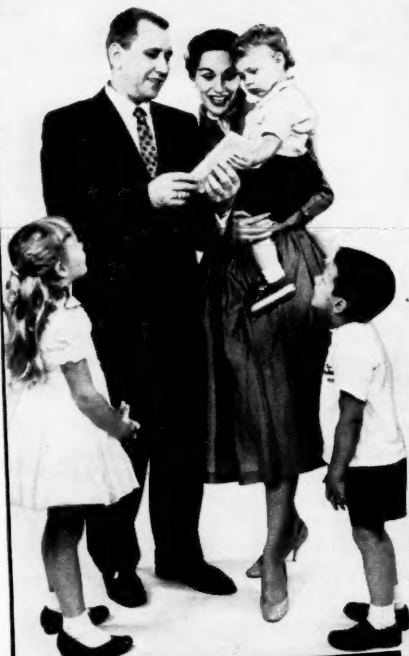
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FIELD CHANGES

Shenandoah Life

William J. Kane has been named manager of the new Shenandoah office in Columbus, O. **James T. Parks** has been appointed district manager in Arlington, Va. Mr. Kane has been a supervisor for Aetna Life in Columbus since 1954. Mr. Parks was with Franklin Life as director of sales in Arlington. He is a CLU.

U. S. Life

Appointed assistant superintendents of the eastern region of the ordinary department, with offices at New York City, are **Thomas H. Morgan**, **Jack S. Herlich** and **Kenneth H. Anders**. **Clin-ton Laux** becomes a field supervisor. Mr. Morgan was an agent for Equitable Society and Metropolitan before joining United States Life in 1951 as a field supervisor. Mr. Herlich has directed the company's training program for two years. He was formerly a Travelers assistant branch manager. Mr. Anders was an agent for Prudential and a field manager for Franklin Life before joining United States Life. Mr. Laux sold for Penn Mutual and before that was with Sears, Roebuck & Co. before joining United States Life in 1955.

Guardian Life

Charles Kosmak has been appointed brokerage manager for Guardian Life in San Francisco, succeeding **Edmund L. Souder Jr.**, named agency assistant at the home office. Mr. Kosmak had six years experience in group insurance with John Hancock and for 1½ years has been with Aetna Life in San Francisco.

Travelers

C. Cabell Hancock Jr. has been appointed manager of the new Travelers branch office at 702 Duke street, Norfolk, which replaces an agency office at that address. It will serve the city of Warwick, 14 counties in Virginia, and six counties in North Carolina. Mr. Hancock joined Travelers in 1947 as a field supervisor at Richmond.

Postal Life

Lambert G. Aloisi has been appointed general agent in Huntington Station, Long Island, N. Y.

Anthony DeLorenzo joins him as agency supervisor. Mr. Aloisi has been with Equitable Society for nine years and was a member of Million Dollar Round Table. He specializes in business insurance cases. Mr. DeLorenzo entered the business with Equitable six years ago, specializing in programming and estate work.

Manufacturers Life

Clifford B. Ahlquist has been appointed brokerage manager at Minneapolis. He has been with Manufacturers Life there for some time and before that was in claims adjusting and personnel work outside the life insurance business.

Berkshire Life

George J. Huntley Jr. has been appointed supervisor of the Chandler agency of Berkshire Life at Baltimore. He joined the agency in 1949.

New York Life

Louis L. Mandra has been appointed sales supervisor for the northeastern division with headquarters in Boston. He joined New York Life in 1952 in Rochester and has been an agency instructor there since 1954.

Bankers of Iowa

Robert W. Beck has been named group representative of the Minneapolis group office of Bankers Life of Iowa. He has been serving in a similar

position at the Des Moines group office since 1956. Before joining Bankers, Mr. Beck had eight years of group sales experience with the Des Moines Blue Cross plan.

Occidental of California

The Salt Lake City group office, formerly a sub-office of Denver, has been established as a full regional office and **Wayne D. Holmberg** of Denver has been promoted to regional group manager there. Mr. Holmberg joined Occidental in 1945 at Salt Lake City and in 1951 went with the group department. A past president of both Salt Lake and Utah Life Underwriters associations, Mr. Holmberg has been assistant regional supervisor since 1952. The Salt Lake territory includes all of Utah and 16 counties in southeastern Idaho, formerly serviced by the Portland office.

Two other Occidental group men have been promoted. **Jack Stephens** has been promoted to regional group manager at Denver and **Clifford C. Edstrom** has been named assistant regional group manager at Portland. Mr. Stephens, former assistant manager in Los Angeles, joined Occidental in 1956. Mr. Edstrom joined Occidental at San Francisco in 1955 and moved to Portland as sales representative in 1956.

Equitable Society

Equitable Society has made these unit manager appointments: **Charles L. Emrhein**, Cleveland; **Richard A. Gardner**, Middletown, N.Y.; **George W. Mayo**, Savannah; **John D. Minton**, Covina, Cal.; **Frank J. Potenzo**, Portland, Me., and **John P. Van Vacter**, Fullerton, Cal.

Paul Revere Life

Ernest L. Carraway has been named general agent for Paul Revere Life and Massachusetts Protective at Roanoke, Va. He has represented the companies at Williamston, N. C., for five years. He will go to Roanoke after a period of training at the home office.

Great-West Life

W. M. Trumbull has been appointed district manager for Great-West Life at Klamath Falls, Ore., under the Portland branch. He joined the Portland branch last year as an agent at Klamath Falls.

Great-West Life has opened a district office in Medford, Ore., under its Portland branch and a district office at Wenatchee, Wash., under its Spokane branch. **R. H. Organ** has been appointed manager at Medford and **L. F. Rued** has been made manager at Wenatchee. Mr. Organ joined the company early this year at Medford and Mr. Rued in 1955 at Wenatchee.

American United Life

William C. Bridge has been appointed manager at Denver and **Norman H. Schaper** manager at Waukegan, Ill., for American United Life. Mr. Bridge has been in insurance for five years and has held various managerial posts at Dallas. Mr. Schaper has eight years supervisory experience and was in insurance at Chicago before joining American United.

Ohio National Life

Ohio National Life has opened an agency at Pontiac, Ill., and appointed **John R. Lovelock** as general agent. Mr. Lovelock, who entered insurance in 1952 in the Pontiac area, has his agency located at 301 Rathbun building, Pontiac.

Massachusetts Mutual Life

Mark H. Lazarus has been appointed assistant general agent of the Geist agency of Massachusetts Mutual Life at Chicago. Mr. Lazarus has eight

years of sales and administrative experience, including four years in the life business.

Indianapolis Life



James E. Pegram

Richard H. Hebel has been appointed general agent at Rockford, Ill., for Indianapolis Life. He entered insurance in 1955 at Jacksonville, Fla.

Michigan Life Holds Convention

Michigan Life agents and their wives concluded a three-day annual sales convention at Top-In-A-Bee, a lake resort in northern Michigan. About 100 persons were present, including agents from several states who qualified. **Scott E. Lamb**, president,

and **Harlow Willis**, vice-president and superintendent of agencies were among those present from the home office.

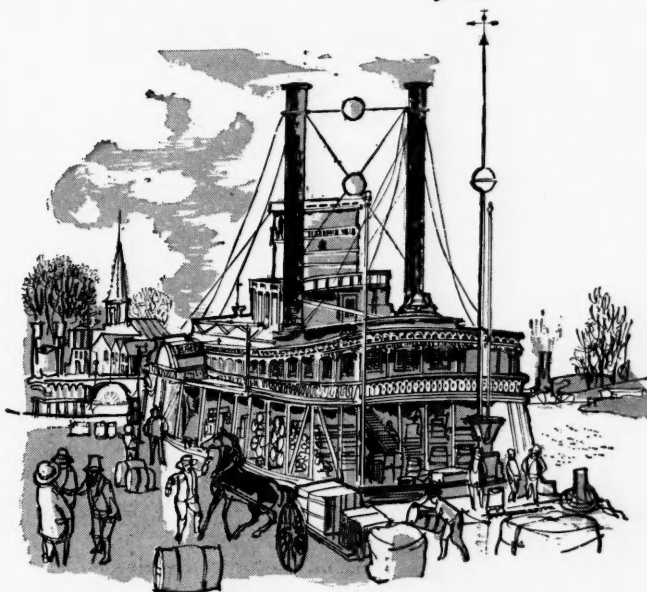
Four St. Louis Life Men

Form Brokerage Company

Four St. Louis life insurance men have formed Projected Insurance Planning Co., an independent brokerage company representing various life insurers and specializing in estate analysis, business insurance, and employee benefit programs. The new company is located at 1503 Boatmen's Bank building in St. Louis.

The four organizers are **Jack Hensley**, former general agent for Connecticut Mutual and district manager for General American at St. Louis; **Sam W. Greenland Jr.**, formerly a producer for Connecticut Mutual and General American Life at St. Louis and one time head of the group department of the St. Louis agency of Equitable Society; **Robert C. Hansen**, former St. Louis producer for Connecticut Mutual and General American, and **James L. Hamilton III**, former St. Louis agent for Connecticut Mutual and General American.

Our 90th Anniversary Year



In 1867 when wood-burning steamers plied the rivers, Equitable Life of Iowa was founded, and its agents started selling life insurance equipped with little more than a rate card.

TODAY the Equitable Life of Iowa assures "smooth sailing" for its agents by providing comprehensive sales aids, including a kit on family income. This kit, with a phonograph training record, contains all the materials that are needed to make a convincing family income presentation.



Equitable
LIFE INSURANCE COMPANY OF IOWA

FOUNDED IN 1867 IN DES MOINES

RECORDS

PACIFIC MUTUAL LIFE—Robert P. De Orsey, with the Du Four agency of Pacific Mutual Life at Washington, D. C., leads the national field staff of Pacific Mutual for the past fiscal year. This attainment carries with it the honorary presidency of Pacific Mutual Big Tree Leaders Club and highest qualification in the Diamond Circle. Mr. De Orsey, an insurance graduate of Notre Dame, joined Pacific Mutual three years ago and works principally in the fields of business and tax-funding insurance.

BANKERS LIFE IOWA—June paid-for business amounted to \$37,500,647, representing the biggest President's month in the history of the company and 113.6% of the special quota set for the campaign. New business for the first six months of 1957 totaled \$222,572,334, an increase of more than \$84.5 million over the same period last year. Of this total \$103,513,779 was ordinary and \$119,058,555 was group. Total insurance in force at the end of

June reached a new high of \$2,803,300,010. Of this total \$1,677,131,268 was ordinary and \$1,126,168,742 was group insurance.

Leading the President's Month campaign was R. F. Stickler of the Madison agency who wrote \$476,500 in business. Others among the 10 leading salesmen were: J. R. Purse, and Loyd Lewis, both of the Denver agency; G. W. Dahlgren, Los Angeles; S. D. Flanz, Houston; R. S. Dunlap, Los Angeles; H. B. Dahlberg, San Antonio, R. H. Hall, Omaha; R. E. Mansfield, Los Angeles, and D. R. Meredith, Des Moines.

SHENANDOAH LIFE—The biggest single paid sales production day in Shenandoah's history was June 28, with \$1,143,961. June production showed a 62% increase, largest June ever recorded by the company.

MUTUAL OF NEW YORK—Sales of individual ordinary life in the first half-year totaled \$305,497,774, a 6-month record. Leading agency was Myer, New York City, followed by San Diego and Boston (Meehan).

STATE MUTUAL LIFE—The largest June sales of ordinary in the company's history were recorded—\$13,812,-

123. This was a gain to 24%. President H. Ladd Plumley credited the record June sales to new policy features "which are now reaching full public attention through aggressive selling." The opening of new agency branches in Fresno and Miami brings the total field offices to 71.

PAN-AMERICAN LIFE—The gain in paid for business for the first half year was more than 24%, with a 23% gain in submitted business and an over-all insurance in force gain of 15%. Total insurance in force now is \$978 million. K. D. Hamer, vice-president and agency director, said, "we look forward to passing the billion dollar mark in the next month or two." Assets now are in excess of \$192 million.

LONDON LIFE—The \$4 billion of life insurance in force mark was passed June 30. This does not include annuities or reinsured business.

BUSINESS MEN'S ASSURANCE—A total of \$168,932,951 of life insurance was paid for during the first six months of 1957, an increase of 22.8% over the \$132,590,350 paid for during the first six months of 1956. Life insurance in force with B.M.A. as of June 30 totaled \$1,246,103,869 as compared with \$1,159,533,294 as of Dec. 31, 1956. This represents an increase during the first six months of this year of \$86,570,575. The 1956 increase for the same period was \$69,825,107.

The total income for the first six months of 1957 was \$26,446,907, including \$22,393,136 premium income and \$2,920,911 in investment income. Total income increased 7.5% over the corresponding period last year, with investment income increasing 11.8% and the premium income 7.9%. Total payments to policyholders so far this year amounted to \$12,483,502, an increase of 9.5% over the \$11,404,203 paid during the first half of 1956. Total disbursements for the first half of this year amounted to \$21,237,688.

INDIANAPOLIS LIFE—A record-breaking production of \$6 million of business was recorded during June, the largest amount ever written in a single month in the company's history. June sales were 15% ahead of last June and moved the total volume for the first half of 1957 to 11% ahead of the same period of 1956.

The leading individual producer for the month was Thomas H. Redmond of Anderson, Ind., while the Nate Kaufman agency of Shelbyville, Ind., was the leading agency.

REPUBLIC NATIONAL LIFE—An all-time production record for the month was achieved during June, the birthmonth of President and chairman of the board Theo. P. Beasley. Combined business written during June by the agency, group, and reinsurance divisions amounted to \$75,478,762. This exceeded by 32.42% the announced goal for the month of \$57 million of life business. Having reached its first \$1 billion of life insurance in force in June of 1956, Republic National is now headed toward a new goal of \$2 billion of life insurance in force by the end of 1959. Production during the last 12 months places the company well ahead of this schedule.

MIDLAND MUTUAL LIFE—Edward P. Tice, associate general agent at Columbus, has won Midland Mutual's man of the month honors for June, the fourth time he has qualified for this designation.

Commonwealth Life Sells Old Home Office Plant

LOUISVILLE—Commonwealth Life, which some months ago moved from its old home office plant at Fifth and Main streets to the new 20-story office building at Fourth and Broadway, which it purchased from J. Graham Brown, has sold its Main and Fifth streets property to Edward J. Miller interests. Edward J. Miller & Son is a veteran fire, casualty and general insurance organization at 129 South Fifth street, Louisville.

Philadelphia CLUs Name Finkbinder President

A. C. F. Finkbinder Jr., general agent of Northwestern Mutual, has been elected president of Philadelphia CLU chapter to succeed A. F. Haas, manager of Mutual of New York.

Frederick J. Kiefner, Provident Mutual, Donald M. Sollenberger, Connecticut Mutual, and David G. Hunting, New England Life, were elected 1st, 2nd and 3rd vice-presidents, respectively. L. Kent Babcock, Aetna Life, and Harvey Goodstein, Continental Assurance, were reelected treasurer and secretary, respectively.

Dallas CLUs Elect Silberberger

Lloyd Silberberger, general agent for Connecticut Mutual Life, was elected president of Dallas CLU chapter, succeeding J. Frank Smith, manager for Southland Life. George C. Powell, New England Life, was elected vice-president, and Herman Ford, Southland Life, was elected secretary-treasurer. Directors besides the retiring president are Glen Wallace, Great American Reserve; John P. Costello and J. Carlton Smith, Southwestern Life.

FRATERNALS

Monitor Publishes Fraternal Reference Books for 1957

The 1957 editions of "Statistics Fraternal Societies" and "The Consolidated Chart of Insurance Organizations" have just been published by *The Fraternal Monitor*. These publications highlight in statistical form the accomplishments of fraternal life insurance societies and commercial life companies during 1956.

The "Consolidated Chart" combines the reports of 384 fraternal societies, life companies and life associations. Shown are life rates for the societies and companies, and the gain and loss exhibits for 182 life companies.

"Statistics Fraternal Societies," the standard reference book for fraternal insurance, contains 240 pages of detailed information covering practically every fraternal insurance society. Shown for each society are total membership, lodges in good standing, officers, plans of insurance, average age of members, mortality experience, losses paid, rates, changes in membership in 1956, assets, liabilities, etc. Fraternalists in 1956 wrote \$1,419,113,930 of insurance and as of Jan. 1, 1957, had \$10,708,229,748 of insurance in force. Total assets of fraternalists at the beginning of this year were \$2,780,959,518.

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Executive Vice-President
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8 States Behind Ratios

INDIANA committee a Palmer to s revising the tions has c partments o ratio of per aminations. has heard which 22 su ratios.

The aver is 23.5%. lowest 4.7% three repor between 10 20% and 30% and 36%.

Eight of comments, reason for f these: "Spe er failure have higher probably be "companies field manag recruit ho wholesale stay in the come from a large num ary license than half fo ent license. duce the la from insur ination con velopments many com training cou The Ind survey in Indiana d which was three month

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LANSING ment was Mazey, sec Automobile approve a for Michig Shield). "While th tion for a 12%) ther 12% incre Mr. Mazey

A & S

8 States List Causes Behind High Failure Ratios in A&S Tests

INDIANAPOLIS—The industry committee appointed by Commissioner Palmer to study the possible need for revising the Indiana license examinations has queried the insurance departments of other states on the failure ratio of persons taking their A&S examinations. Thus far the committee has heard from 38 jurisdictions, of which 22 supplied statistics on failure ratios.

The average failure ratio reported is 23.5%. The highest is 36% and the lowest 4.7%. Of those giving figures, three reported ratios under 10%, four between 10% and 20%, eight between 20% and 30%, and seven between 30% and 36%.

Eight of the departments offered comments, some giving more than one reason for failures. Comments included these: "Specialty companies have higher failure ratio;" "smaller companies have higher ratio;" "industrial agents, probably because of greater turnover;" "companies with a high turnover in field management;" "some companies recruit housewives and part-timers wholesale without expecting them to stay in the business;" "most failures come from companies which take out a large number of 6-month probationary licenses and then send in fewer than half for examination for permanent license. These companies also produce the larger number of complaints from insured;" "we revise our examination constantly to keep up with developments in the business, while many companies never change their training courses."

The Indiana committee made its survey in order to get a line on the Indiana department failure ratio, which was around 33% for the first three months of 1957.

Labor Leader Opposes Rate Hike for Mich. Blue Shield

LANSING—The Michigan department was asked last week by Emil Mazey, secretary-treasurer of United Automobile Workers CIO to refuse to approve a requested 12% rate increase for Michigan Medical Service (Blue Shield).

"While there may be some justification for a Blue Cross increase (also 12%) there is no justification for a 12% increase in Blue Shield rates," Mr. Mazey contended. He said "Blue

Shield is riding the coattails of Blue Cross and getting a rate increase it doesn't deserve."

He explained that fixed fees are paid by Blue Shield for surgical care and that they are not being changed although it is conceded that hospital care costs have been on the rise. He voiced belief that Blue Shield merely is using the Blue Cross rate filing as "an excuse to fatten up its own finances."

Michigan Medical Society is launching a state-wide survey to determine what the public wants in the way of prepaid hospital and medical care. Questionnaires are being mailed and the study is being augmented by co-operation of several newspapers which are carrying the list of questions in their columns and asking their readers to answer and file them.

The survey, admittedly a project in behalf of Blue Cross-Blue Shield, is believed to be inspired, at least in part, by the dissatisfaction with service and rates voiced by CIO leaders and their promotion of a rival hospital-medical service plan which has not yet completed organization.

Ind. A&S Probers Ask Citizens for Complaints

Indiana citizens have been asked via newspaper, radio, and TV to submit complaints and reports of irregularities to the Townsend A&S legislative investigation committee, and the committee reports it has requested information on all insurers selling hospitalization and A&S in the state from the insurance department.

Seven areas of investigation and the committee member responsible for each have been announced by Sen. Townsend, chairman. They are—

Rates, Rep. Downey; *claims*, Rep. Maehling; *sales practices*, Sen. Spurgeon; *relations with hospitals*, Sen. Spurgeon; *duties and responsibilities of the insurance department*, Rep. Maehling; *taxes*, Rep. Downey; *policy provisions*, Sen. Townsend.

Mr. Townsend stressed that the present division of areas is not necessarily intended to impose any limits on the investigation. The joint resolution of both houses of the Indiana general assembly creating the committee refers to "any and all phases" as the area of the inquiry.

"The seven areas into which we have divided the investigation at the present time are merely for convenience in getting the inquiry off the ground," Mr. Townsend declared. "The committee is free to add other areas if the progress of the investigation indicates the need. Conversely, any of the seven areas now named can be dropped if the progress of the investigation reveals no need to dwell on it."

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Write
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President

WANT ADS

Notes—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

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AGENCY HEAD IN FAR EAST

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Associate Mgr. and 8 Career Underwriters are ready to relocate and to relinquish \$18,000,000. Ordinary in Force, for personal reasons. Stable and with 6-13 years experience in selling and management with the same company, all are up to date on all phases of advanced underwriting. Average age 42. New manpower development potential unlimited. Interested in General Agency in Los Angeles. Financial assistance required. Reputable medium sized company with stock option or profit sharing preferred. Write Box V-55, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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an excellent AGENCY MANAGEMENT OPPORTUNITY

We are seeking a man (age 32-42) with proven ability as an organization builder—who has been successful in life insurance programming—to manage an established agency.

This opportunity is with a progressive New York company. The man selected will build a sound organization with home office assistance through a program of effective recruiting and training procedures.

WRITE A LETTER giving complete business experience with results in recruiting and training life underwriters, length of residence in Louisville. No inquiry will be made without your permission. Our organization knows of this advertisement.

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Under 38, CLU, 13 yrs. Experience from Million Dollar producer agent, to Top Executive, with both small and large Company. Consider Executive V. P. and Agency Director, Gen. Agent for one or more States or Educational Director. Address Box V-54, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

PROSPECTS GALORE!!

Wanted: Experienced life agent, at home with estate planning, to help large New Jersey casualty agency in Bergen County reap harvest of life sales from its many accounts. Salary saving franchises can be readily obtained in several large firms. Numerous key executives can easily be reached for favorable personal solicitation. These prospects are available to the right man on a very attractive basis. If you can qualify, send details about yourself and insurance background to Box NY-64, c/o The National Underwriter Co., Advertising Dept., 17 John St., New York 38, N.Y.

A & S ACTUARY

Major Multiple Line Company seeks Actuary to organize and develop an A & S Department. Thorough knowledge of Policy and Office Procedure required. Submit resume and salary requirements in confidence to: Box V-65, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ACTUARIAL STUDENTS WANTED

Actuarial Students to join Actuarial Staff of a large, thriving, mid-west Life, Group, and Individual Accident and Sickness Company with wide open opportunities. Liberal salary scale and welfare benefit program. Study time granted. Students studying for some part of associateship examinations preferred. Write Box V-59, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill., stating qualifications and experience.

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As Vice President and Senior Actuary of an Old established Consulting Firm. In a City of 600,000 in Central Location, with three Branch Offices. Firm is fully equipped with I.B.M. with capable operators. Give full background, prefer F.S.A. Unusual opportunity for right man. All replies will be kept confidential. Address Box V-66, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Room-Hopping Offers Wide Range of Subjects

(CONTINUED FROM PAGE 4)

hand, in reviewing the present and potential income taxes of both the business and the principals, it is necessary that consideration be given to the total estate situation, including not only assets but also the individuals involved."

Albert M. Palmer, Massachusetts Mutual, Miami: (Conclusion of key man indemnification approach) "Mr. Businessman, in some instances a \$100,000 policy on a key executive who dies may assure the corporation the equivalent of more than \$2 million in gross sales the very day the key man dies, and also return to the corporation every dollar paid for the insurance. It is these 'dynamic' features I would like to present to you in proposal form—how you and your key executives can benefit through the magic of the corporate dollar. May I secure the information necessary to prepare such a proposal?"

Joseph H. Reese Jr., Penn Mutual, Philadelphia, on the programing approach to advanced underwriting: "When the needs are clear and if there is any apparent objection to the use of life insurance, I have found one closing story very useful particularly in business or estate cases. Ask the client to visit his trust officer with this proposition: 'Would you loan me \$100,000 and place it in my safe deposit box, charge me annual interest, and if I should die next year or the year after, give my wife the full amount and the cancelled note; or if I am alive in 20 years, let me return the \$100,000 to you in exchange for all of the interest payments I have made plus my note?' The prospect will generally agree that this would be a foolish investment for the bank and yet we are offering that very thing."

C. Rigdon Robb, Northwestern Mutual, Chicago, on employee benefit plans: "I would like to emphasize that only after we have gotten the prospect set on just what kind of qualified plan he should have do we talk about whether it should be insured or non-insured. If there are any mistakes made by our people, it is introducing the subject of insurance first, before the prospect is sold on the idea of having a plan."

Donald Shepherd, John Hancock, Quincy, Mass.: "If any of you are not getting the full cooperation of your local trust officer, then it is your job to educate him. I realize that there are some areas of the country where

trust officers are willing to accept the business tendered by life underwriters but are not willing to contribute anything which might be of benefit to the underwriters. If both the life underwriter and the trust officer recognize the reasons basic to cooperation, in the long run this can only benefit the mutual customer."

ASSOCIATIONS

Central Arizona Backs Fluegelman for Award

The Central Arizona Assn. of Life Underwriters, through its board of directors, has voted to recommend David B. Fluegelman, general agent of Connecticut Mutual at New York, as its candidate for the 1950 John Newton Russell award. The recipient is selected each year by a committee of National Assn. of Life Underwriters.

In announcing the decision, the Central Arizona association cites Mr. Fluegelman's service as president of NALU, president of the New York state association, and of the New York City association, plus his "outstanding service to all of us by his contest of the validity of the companies' regarding the writing of 'jumbo group.' Your board feels that Dave's fight, both to limit the size of group policies written and to stop the practice of writing direct (no agent's commissions) would alone merit your consideration of him as a candidate of this award."

The board stated that "we feel that voting for Dave is one way of letting our home offices hear from us on the very vital subject of 'jumbo group.'"

Two D.C. Associations to Have Joint Office

WASHINGTON—District of Columbia Life Underwriters Assn. and the District of Columbia Assn. of Insurance Agents will open a joint headquarters office here Aug. 15 at room 909 Investment building, 15th and K streets, N.W.

Mrs. Nancy Littlehales has been appointed executive secretary. She now is rating supervisor for Travelers here and was previously assistant to the George Washington university publications director. The new headquarters will include a board room and library facilities.

Rosen Heads Tenn. Assn.

Lester A. Rosen, Union Central Life, Memphis, was elected president of the Tennessee Assn. of Life Underwriters at the annual meeting in Chattanooga. Other officers are Clinton H. Pearson, Life of Georgia, Nashville, 1st vice-president; Conner A. Burnette, Phoenix Mutual, Knoxville, 2nd vice-president, and William P. Brown, Union Central, Memphis, secretary-treasurer.

Pittsburgh Assn. Elects

PITTSBURGH—George W. Klingensmith, Midland Mutual Life, has been elected president of Pittsburgh Life Underwriters Assn. He is a regional vice-president of the state association, a member of the governing body of the Pittsburgh Life Insurance & Trust Council, and a past president of Pittsburgh Life Managers Assn.

Others elected were Richard T. Metheny, Fidelity Mutual, and James H. Brown, Bankers Life of Nebraska, vice-presidents; and Roger A. Clark, Northwestern Mutual, treasurer. Ross S. Edgar was continued as executive-secretary.

SUPERVISOR

Large National Company—well established agency—Cincinnati. Will hire on salary plus commissions and bonus. Must have 2-3 years experience in selling or organization work, interested in training and recruiting ordinary, and A & S, Group and Pension underwriters. Address Box V-58, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

GROUP CONTRACT OPPORTUNITIES

Large, well-established insurance company in New York metropolitan area has challenging career opportunities for group insurance contract personnel. Experience, education and ability will determine salary. Our men know of this ad. All replies held in strict confidence. Send resume to Box V-63, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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20 years experience all phases of Fire and Casualty operation desires connection in managerial capacity with Life company which is contemplating starting Fire and Casualty running mate. Address Box V-64, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Tex. D Up Exe Policy

AUSTIN—ing an "in approval of c tion policy ment has from provi will becom

The dep such form date will l to permit proval of a date and a review of emptio a been "acc those for filing.

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Tex. Department Sets Up Exemption Plan for Policy Form Approvals

AUSTIN—As a means of counteracting an "impossible work load" in the approval of life, A&S and hospitalization policy forms, the Texas department has set up a plan of exemption from provisions of the new law which will become effective Aug. 22.

The department has directed that all such forms filed before the effective date will be exempt temporarily so as to permit prompt approval or disapproval of all forms submitted after that date and also to provide for a gradual review of the exempted forms. The exemption applies to forms which have been "accepted for filing" and not those forms merely submitted for filing.

In the meantime the department will make an accounting of the exempted forms.

Way Left Open to Kill Premium-Payment Test

(CONTINUED FROM PAGE 1)
premium-payment test would result in inequitable and harsh treatment of middle-income families through the imposition of an unconstitutional test on property taking the form of proceeds from life insurance," he declared.

The 3-hour debate on the bill allowed under the rules committee's ruling is not expected to take place before next week.

Lisle Payne Heads Des Moines GAS

Lisle D. Payne, Lincoln National Life, was elected president of Des Moines General Agents & Managers club. Other officers named at the annual meeting of the group included Charles A. Holman, Connecticut General Life, vice-president, and Tom Hyland, Northwestern Mutual Life, secretary-treasurer.



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Construction of National Life of Vermont's new home office at Montpelier is slated to begin in the fall. The 5-story, 450-foot building will have an area of 290,000 square feet and be able to accommodate 1,000 employees, nearly double the present staff. The 2-story annex at the left will house the main entrance, lounge and cafeteria. The new building will be located on a wooded bluff facing the state capitol and overlooking a section of a proposed federal throughway. The present home office has been sold to the state of Vermont for offices. The company has bought 350 acres for the new home office site and for a proposed residential section. The Boston architectural firm of Hoyle, Doran & Berry designed the building, as shown here. General contractor is Gilbane Building Co. of Providence.



1957 Round Table. Mrs. Rowland first qualified for the MDRT in 1952, less than four years after entering the life insurance business. Mr. Rowland qualified this year for the first time.

O. G. Rowland, left, and Mrs. Rowland being congratulated by the head of their agency, Philip H. Shrader, manager for Southwestern Life's San Antonio agency, on qualifying for the 1957 Million Dollar Round Table. They are the only husband-and-wife team each of whom earned membership in the

Heavy Stress on Selling to Mark NALU Annual

(CONTINUED FROM PAGE 1)

ed in the afternoon management program.

In announcing the business meeting, GAMC Chairman L. Mortimer Buckley, New England Life, Dallas, gave these reasons for the change:

"1. The many problems now facing the American agency system must be intelligently discussed by management, and this business meeting will give us an opportunity to do just that—with no holds barred!"

"2. The rapid increase in GAMC membership (over 5,500) and the many increased activities of GAMC have made it imperative for us to give our members an opportunity to speak up and be represented at our annual meeting.

"3. We feel it is not fair to Program chairman Fred White and his committee to take time from the top-flight management program they've lined up in order to have a GAMC business meeting; we are certain the membership feels that way too.

"4. Many GAMC members are 'independent' members. That simply means that there is no local general agents and managers association in their area; so they pay their dues direct to GAMC headquarters. They are most interested in management's problems, and the officers and directors of GAMC feel that these members should have an opportunity to express their opinions and have a voice in the national professional organization of field management—the General Agents & Managers Conference of NALU.

"For these four primary reasons, and many more, it should be a must for every GAMC member to make it a point to be in Detroit at the annual meeting—it's time to speak up and make the voice of management in the field be heard!"

Judging from hotel reservations, which numbered 623 on July 9, the convention will be one of the most widely attended in years. For the many conventioners arriving on Saturday, registration will start that day. The NALU board of trustees will meet that day to make final preparations for the sessions, as will directors of American Society of CLU.

Public activities will start Sunday at the Sheraton-Cadillac hotel, the first event being the 1:45 p.m. "Sellarama" of the Women's Quarter Million Dollar Round Table, of which Alberta M. Light, National Life of Vermont, Detroit, is chairman. The Detroit Assn. of Life Underwriters will give a reception and tea for all convention visitors starting at 4 p.m. Sunday.

Events Monday include a "continental breakfast" and convention kickoff; NALU committee meetings, morning and afternoon; management program of GAMC; executive secretaries' Dutch dinner; WQMDRT business meetings, and the GAMC business meeting.

Tuesday will start with the NALU past presidents' breakfast; California breakfast; Alabama breakfast, and continental breakfast for women agents.

The national council meets Tuesday morning. After the GAMC luncheon the national council meeting will resume.

At 6:30 p.m. the WQMDRT reception will take place, followed by the WQMDRT dinner.

At 7:30 p.m. will be the agents forum—"As It Looks to Me—An Interpretation of Present Trends."

Wednesday will open with the CLU "coffee corral," then the CLU break-

fast and meeting.

At 9 a.m., the NALU general convention session, including NALU President A. Jack Nussbaum's message and American College of Life Underwriters hour, is scheduled.

After the NALUTC luncheon, there will be an officers' workshop for local and state officials, Detroit tours, and that evening, the American College dinner, with Dean Teele delivering the CLU conferment address.

Thursday there will be breakfasts of the Graduate Society of Life Insurance Marketing Institutes and the Texas Trained Seals, followed by the NALU general convention session, including the Palo speech and Million Dollar Round Table Hour.

The luncheon will be for all conventioners and will be sponsored by the NALU of women underwriters committee.

The national council meeting and convention business session will be held that afternoon, followed by company receptions and dinners, and the NALU president's reception and ball.

On Friday, there will be only the "fellowship brunch," including presentation of John Newton Russell award.

L.A. Managers Hold Play Day, Honor Payne of Pru

The annual play day of Los Angeles Life Managers Assn. was held last week at the San Gabriel country club, drawing the largest attendance ever in the history of the event. The affair was marked by the retirement of Walter Payne, Prudential manager, as manager of the annual play day. He was presented with a plaque which designated him honorary chairman of the yearly event.

Morrison Heads Indianapolis GAs

Guy E. Morrison, Northwestern Mutual Life, is the new president of Indianapolis General Agents & Managers Assn. His name was erroneously listed as Guy E. Morris in the July 12 issue of THE NATIONAL UNDERWRITER.



James F. Mitchell of the Houston city agency of American General Life was awarded the Texas General Agents & Managers Conference "Rookie of the Year" award for 1957 at the recent convention at El Paso of Texas Assn. of Life Underwriters. Presenting the award is Francis G. Bray, general agent for New England Life at Houston, chairman of the rookie of the year committee. The annual award was established by Texas GAMC in 1956 to furnish management "with a goal toward which their promising new men could be directed as well as an inspiration to new men to strive for recognition." Mr. Mitchell started in the life business at the age of 39 in March, 1955, with American General. At the end of his first nine months in the business he qualified for membership in the 1956 Million Dollar Round Table.

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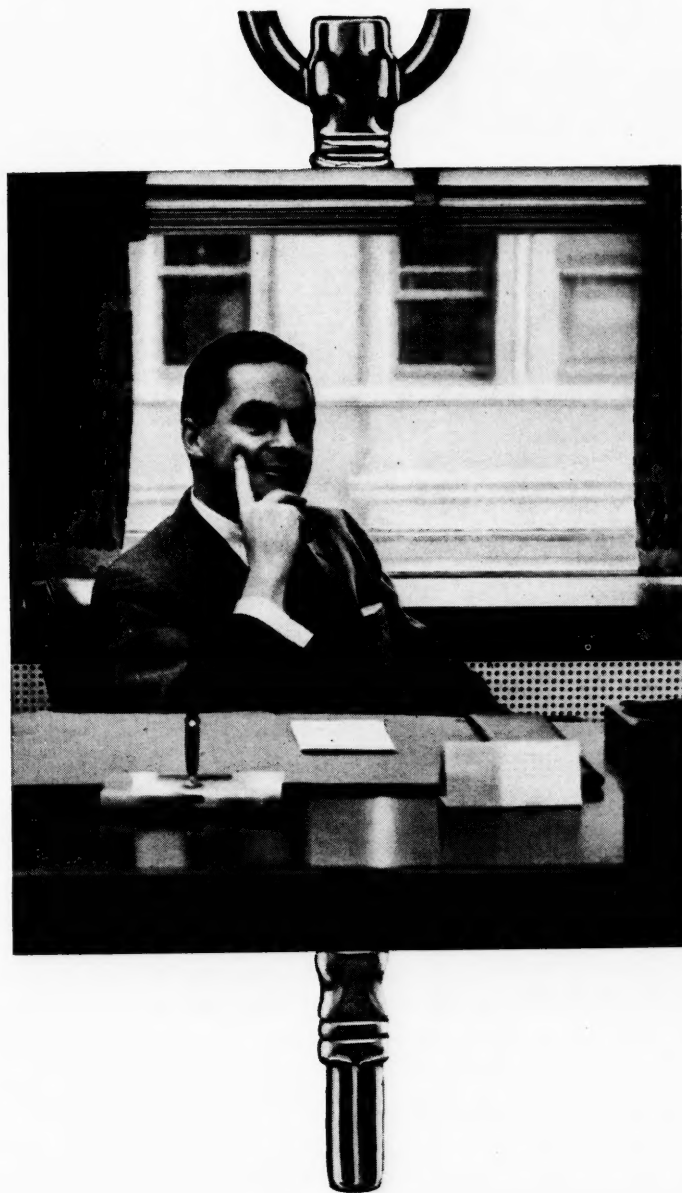
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